

**THE
MACARONI
JOURNAL**

**Volume 48
No. 4**

August, 1966

Macaroni Journal



AUGUST, 1966

Food Commission Issues Report

Grain Futures Boom

Macaroni Campfire Skillet



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The Macaroni Journal

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Cover Photo

Macaroni Campfire Skillet - elbow macaroni, canned chicken and canned onions simmer along in a well-seasoned tomato sauce. It's a one-skillet meal planned for easy eating. See story on page 17.

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Food Commission Issues Report

Major changes in food industry practices, aimed at benefiting consumers and farmers, were urged by the majority of the National Food Marketing Commission in a report to President Johnson and Congress.

However, Capitol Hill sources said legislative backing for the commission's findings seems remote at this time.

In line with a preliminary draft whose contents were leaked to the press earlier this year, the recommendations of the 15-man commission's 9-man liberal majority included:

Discourage Mergers

Stronger Government policies to discourage "acquisitions or mergers by the largest companies in any concentrated branch of the food industry, which result in a significant increase in their market shares or the geographic extension of their markets." Potential merger partners should be required to give the Government advance notice of their intent and Federal regulatory agencies should have the power to issue cease-and-desist orders, the commission said.

Encourage Grade Labeling

Grading, where feasible, of all foods "sold in substantial volume to consumers," and a requirement that packages and labels "assist consumers in gaining an accurate impression of the contents and in making pricing comparisons." Such steps would be designed to help discourage costly advertising, promotions and expensive packaging, which the commission found to be important forms "of inefficiency in the food industry" because they reduce "the role of price competition and thus (moderate) pressures on the industry to cut costs of other functions."

Farm Marketing Agreements

Legislation authorizing farmers to vote into effect food marketing boards empowered to regulate their production or marketing and to negotiate their prices. The "right of farmers to organize" also would be guaranteed under the recommendations.

Established 1964

The commission was established two years ago by Congress to survey food prices from the farmer to the consumer.

A controversy over the sharp departures urged in its report from current food industry practices is a major reason the Johnson Administration is unlikely to press for Congressional action. President Johnson hinted as much by terming the report "a good beginning"

but adding "no one study can really be considered final—but rather part of a continual process of exploration and examination in our search for solutions."

Minority Report

The six-member commission minority, headed by Republican Sens. Morton of Kentucky and Hruska of Nebraska, filed lengthy and strong dissents to the report. One statement, representing the views of these two Senators plus William M. Batter, chairman of J. C. Penney Co., charged that the majority finding "ignored or misread the evidence" and proposed anachronistic conclusions that have been "disregarded, poorly regarded, or rejected by Congress for decades."

Instead, the dissenting statement asserted, the commission should have lauded the food industry for providing "the highest quality of food at the lowest real cost, in the greatest variety and abundance . . . ever known."

GMA's Koch Complains

THE report of the National Commission on Food Marketing, reflecting the views of only nine members of the 15-member Commission, fails to recognize the challenges facing the U.S. food industry and has proposed ill-conceived, unworkable and timeworn conclusions, which if adopted would seriously harm the American consumer," George W. Koch, president of the Grocery Manufacturers of America, Inc., said in giving industry reaction to the Commission's report.

Mr. Koch stressed that Commission concurrence on the report is far from unanimous in that six members of the 15-member Commission hold dissenting views which are spelled out in their two separate reports opposing Commission conclusions.

Significantly, he pointed out, even the nine Commission members subscribing to the majority report agreed that "the American food industry as we see it today is a product of a competitive economic system. Its growth and dynamism are closely correlated with a high level of technological innovation. The American public generally does not fully appreciate the complex system supplying it with food. Indeed, the activities from the farm to retail store, including processing, transportation and distribution represent one of the outstanding achievements of the American economy."

"It is unfortunate that the Commission missed its great opportunity for serving the American public as well as the Congress by presenting a factual report that could have been used as



George W. Koch

the basis for sound public policies for the food industry," Mr. Koch said.

Mergers Singled Out

Mr. Koch singled out a report conclusion objecting to mergers or acquisitions in the food industry as an example of the Commission's failure to arrive at conclusions forming the basis for sound public policies. He said this "ill-conceived proposal" is based on "misinterpretation and misuse" of statistical concentration data.

The GMA leader noted that the two minority reports, representing views of the six dissenting members of the Commission, attacked this conclusion as completely erroneous. These six members found that: "Evidence before the Commission indicates that the level of concentration in the food industry is not high in comparison with manufacturing industries generally."

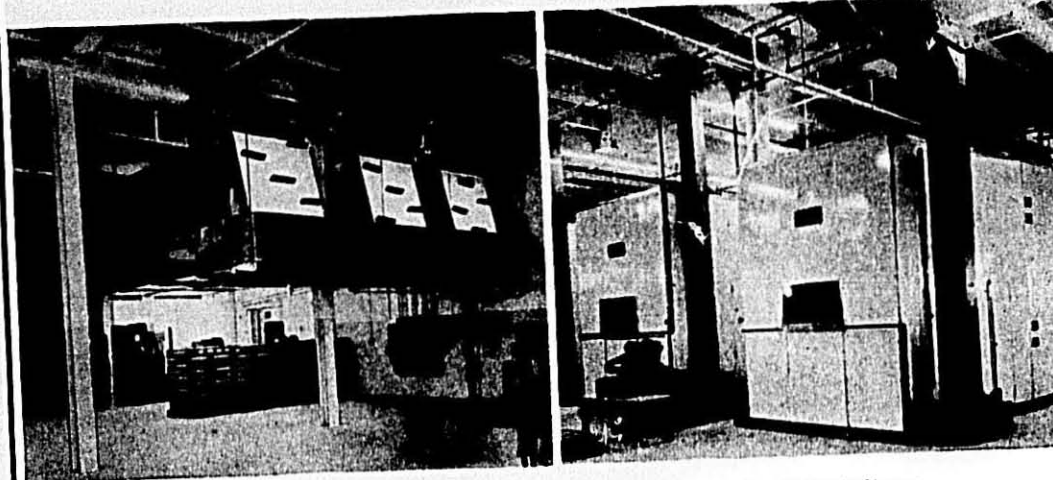
"A blanket ban on mergers, regardless of their actual or potential effect on competition as proposed by the Commission, would eventually work to the detriment of all consumers," Mr. Koch stated. He explained that "a door closed on mergers would slow growth of food service to consumers." For the food business, he said, it would bar expansion by legitimate and sound means, while also creating financial problems for some owners and investors who would be prevented from liquidating investments to financially sound buyers.

A conclusion suggesting the need for compulsory premerger notification was termed "equally unsound" by Mr. Koch. He declared it would sooner or later hit the pocketbooks of consumers and taxpayers alike in adding "high and unnecessary" operating costs to business and government administration. He warned that attendant publicity and delays could block worthwhile lawful mergers.

(Continued on page 6)

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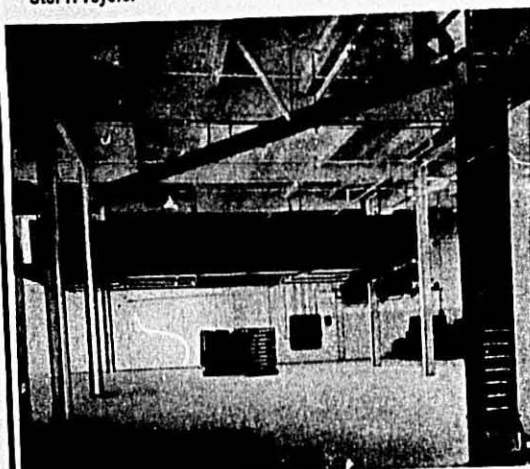


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Koch Complains—

(Continued from page 4)

Referring to a Commission suggestion to give administrative agencies power to issue temporary cease and desist orders, Mr. Koch quoted criticism of this proposal expressed in the report of Rep. Graham Purcell, Democratic Congressman from Texas, who described it as "giving the power to issue sweeping injunctions to an administrative body which functions as investigator, prosecutor and judge in its own cause."

Mr. Koch declared that compulsory premerger notification plus temporary cease and desist proposals are only two of several Commission suggestions turned down by Congress in the past as "ineffective, impractical or against the public interest."

A further example, he said, is a proposal for mandatory consumer-grade labeling, which Congress considered unworthy of legislative action in the 1920's and 30's.

Grade Labeling Curbs Innovation

"Grade labeling would kill creative innovation of new food products, convenience packaging and better processing," Mr. Koch said. He noted that six members of the Commission agreed that this proposal would do more harm than good. The Purcell report, again cited by Mr. Koch, recalled that: "Although such proposals may have a superficial appeal, they presuppose a primitive form of price competition incompatible with the realities of American marketing today."

Further conclusions specifically criticized by Mr. Koch included those which would require companies to report division financial operations to the Securities and Exchange Commission on an annual basis and would require the Federal Trade Commission to conduct continuing studies, giving the Congress an annual report on the food industry. Both of these proposals, Mr. Koch said, would result in expenditure of substantial additional public funds without a clear demonstration of need. At a time when mounting government costs and inflation are being carefully watched, he said, these proposals "are particularly inappropriate."

Failure to Follow Mandate

Failure of the Commission to follow its Congressional mandate, Mr. Koch said, resulted in unsound legislative proposals and faulty economic theories being incorporated in the report. He pointed out that these errors led nine of the 15 members of the Commission to present to the President and Con-

gress a report "replete with unsupported and unsupportable conclusions." This result could have been avoided, he said, had the Commission followed directions from Congress to seek facts and not to "translate findings and conclusions into legislative recommendations."

Semantic Manipulation

Mr. Koch said that "semantic manipulation in the report to cloak sweeping legislative proposals under the terminology of 'conclusions' only lightly disguises the Commission's infringement of Congressional prerogative to propose, create and promulgate public policy."

The GMA president pointed out that this infringement is fully recognized by reasoned, substantial and practical criticisms of the six dissenting Commission members who participated in filing reports objecting to the conclusions. He noted that these objections are two-fold and stressed that the report is "not only opposed for its content but also for methods used to arrive at its conclusions."

Food Industry Cooperates

The food industry, Mr. Koch said, cooperated with the Commission in providing factual data on food marketing. He said GMA sponsored a series of research studies conducted by Arthur D. Little, Inc., and independent university consultants. He added that the report of the nine members of the Commission does not reflect careful analysis and consideration of these data. "From the beginning," he explained, "it was GMA's desire to assist the Commission in completing an objective study, documented by independent scholarship and research. We had hoped for development of a basis for sound policies. But most of the proposals are fundamentally inconsistent with the food industry's economic performance, public opinion and other aspects of food marketing as revealed in testimony and research given the Commission."

Mr. Koch concluded: "We in GMA deeply regret that the National Commission on Food Marketing has squandered a golden opportunity to help a great and vital industry evaluate and meet the problems and opportunities of the future. Yet, we remain willing to cooperate wherever there is opportunity for purposeful, factual and responsible analysis which can lead to sound public policies of genuine benefit to consumers."

"Friendship is the only cement that will ever hold the world together."

—Woodrow Wilson

American Home Appointment

John Phillips, Vice President of American Home Products Corporation, has been named to the Operations Committee of the Corporation, according to William F. Laporte, Chairman.

Mr. Phillips joined American Home Products in 1960, after serving as Director of Marketing, Special Products Division of Armour & Company. He came to American Home Products as Assistant to the President and in 1964 was elected Vice President of the Corporation.

Chef Sauces Fancy Shapes

Chef Boy-Ar-Dee Sauces are advertised in staggered quarter-pages in the July issue of Ladies' Home Journal.

"Le Bellissime Sauces" include marinara, spaghetti sauce with meat, spaghetti sauce with mushrooms.

Pictured in full color is "La Dolce Ziti" with instructions for preparation and served with spaghetti sauce with meat.

"La Robusta Rotini," little spirals of macaroni, are served with Italian "mariner's sauce."

"La Buona Linguine" is illustrated with flat, twirlable spaghetti and Veal Parmigiana topped with spaghetti sauce with mushrooms.

Gourmet Cookbook

"Never underestimate the power of a recipe," says Robert F. Sennott, Director of Marketing, Delmonico Foods, Louisville, Kentucky.

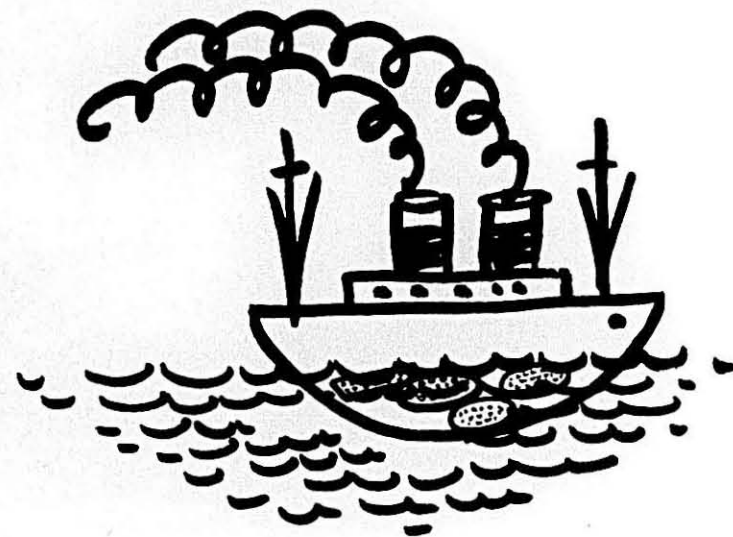
To expand the image of macaroni from "everyday" to "gourmet," Delmonico developed a recipe book and advertised it on television, in newspapers, in Good Housekeeping and Family Circle.

"Since the third day after the first ad," reports Mr. Sennott, "we have been swamped with replies. We are going to have to run reprints long before we thought we would."

Prince Moves Southward

Prince Macaroni Manufacturing Company of Lowell, Massachusetts is moving southward to ask some neighbors: "What's a nice New England family like this doing in New Jersey?"

To promote the general introduction of its products in the state, the firm has scheduled eleven newspaper ads featuring such traditional reminders of New England as seascapes. A two-page ad in the Newark News and a one-page spread in the Bergen Record launched the promotion.



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We have customers in more than 25 nations throughout the world that are **united** in their preference for Maldari Dies.

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Grain Futures Boom

Grain trading in Chicago on June 16 had the biggest single day in its 118-year history. From 6,282,000 bushels a year ago, wheat futures dealings exploded to 59,934,000 bushels; soy bean volume leaped to 142,835,000 bushels from only 8,390,000 in the 1965 session. Corn trading more than doubled, and the rye turnover increased twenty-fold. Much of the activity was generated by fear of the impact on crops of this year's cold and wet summer.

Widespread public buying was credited with a good share of strengthening the market also. Volume of trade in the option market at Chicago in the second half of June was so heavy that officials delayed the opening following some of the most active sessions in order to clear the records. Heavy export demand and large domestic use of bread and feed grains prompted buying in the cash market, as traders took note of the decline in the Government-held stocks.

Canada Sells Communists

Canadian wheat valued at a minimum of \$800,000,000 was sold to the Soviet Union under an agreement that would extend for three years.

Red China was reported to have bought 22,300,000 bushels of Australian wheat, much of which was low grade and weather-damaged. Australia suffered severe drought last year and produced a large quantity of offgrade wheat.

Winter Wheat Down

The crop outlook for winter wheat was not too bright in the Southwest, and reports indicated that producers were reluctant sellers of newly-harvested wheat, placing much of it in storage.

The sharp rise in other wheats had its effect on durum, which advanced eight to 15 cents a bushel on broader demand towards the end of June. Although shipping directions had been brisk during the month as macaroni plants built inventories before closing for vacations over the July 4 holiday, there had been a reluctance to fill out contracts beyond the end of the crop year.

Sizable Durum Sales

Southwestern Miller reported sizable sales of durum products made when mills pressed for final commitments on the 1965 crop at concessions from prevailing lists. A large percentage of macaroni manufacturers were without balances or in need of July supplies and took advantage of the opportunity.



In the Pit of the Minneapolis Grain Exchange

After a cold, wet spring which delayed planting until the end of May, weather in the durum area improved in June.

The Peavey Letter said in mid-June: "While crops showed good color, nighttime temperatures have been too cool for optimum growth. Most small grains range from tillering to jointing stage, with earliest fields in the boot."

Later, they reported daytime temperatures reading in the nineties and sufficient moisture so the crop was making rapid progress.

Wheat Survey

The Crop Quality Council, reporting on its recent survey of principal wheat producing areas from Texas to South Dakota, notes that drought and repeated frosts have reduced potential yields 50% over much of central and southwestern Kansas. Eugene B. Hayden, executive vice president, says that most fields from Kingman west to Liberal and north to Osborne, Kansas, should average only 15 bushels to the acre. "It's our view that the June 1 government estimates for Kansas accurately reflect current wheat prospects," says Mr. Hayden.

Vance Goodfellow, council secretary, examined more than 500 individual fields along a 4,000 mile route to evaluate the present Great Plains production potential. He notes that statewide rains materially improved Nebraska wheat, that drought thinned earlier good stands over wide areas of north-

ern Texas, Oklahoma and eastern Colorado. The council further states that winter wheat, spring wheat and other grains in South Dakota and west central Minnesota are excellent.

New Varieties

A new hard red spring wheat variety to fight sawfly, a new durum wheat variety with stem rust resistance, and two new high-yielding oat varieties have been released by the Agricultural Experiment Station at North Dakota State University.

Both of the wheat varieties were developed by Kenneth L. Lebeck, project leader of the durum breeding programs, Crops Research Division, Agricultural Research Service. The Cereal Technology and Plant Pathology Departments at the University cooperated in testing of the new durum wheats.

Leeds

The new durum is named Leeds, and is designed to meet the need for greater protection against stem rust and to provide larger kernels with heavier test weight. In uniform regional tests in three states and Canada, its production exceeded Wells by three pounds per bushel and Lakota by five pounds per bushel in test weight and weight per thousand kernels. Leeds has had kernel weights 25 per cent heavier than Wells or Lakota and is similar to Stewart 63 in yield, kernel weight, test weight and stem rust resistance, but is earlier, shorter and more resistant to lodging.

No Changes in Storage Rates

The Department of Agriculture has announced that it is making no changes now in the rates it pays industry to store and handle government-owned grains acquired under price programs.

The announcement said the department recently completed a cost survey of the warehousing industry. There had been speculation in trade circles that the department might cut rates.

It said, "The sharp reduction in grain surpluses in recent months and the expanded role of the U. S. grain industry in world trade will make it essential that further studies be made in this area."

"The impact of the Food & Agriculture Act of 1965 and action taken on food for freedom legislation in 1966 also will be evaluated in relation to the maintenance of a healthy and viable grain storage and handling industry," USDA added.

Millers' Durum Committee

The Millers' National Federation has made committee appointments, and the following are members of the Durum Committee:

Ray Wentzel, Doughboy Industries, New Richmond, Wisconsin, chairman; E. W. Kuhn, Amber Milling Division, Farmers Union Grain Terminal Association, St. Paul, Minnesota; L. S. Swanson, Peavey Company Flour Mills, Minneapolis; George A. Utter, Archer Daniels Midland Company, Minneapolis; L. E. Workman, International Milling Company, Inc., Minneapolis.

Mill Manager

Newly named manager for Peavey Company Flour Mills, Hastings, Minn., is Doug Johnson. Johnson will assume management of Peavey's facilities there effective August 1, said Harry Deaver, vice president—operations.

Johnson is presently traveling western mill manager for the company's mills at Grand Forks and Minot, N.D., and at Billings, Mont.

Johnson replaces John Lundberg, who resigned effective August 1 to enter the private hardware business in Owatonna, Minn.

Employed by Peavey Company for 29 years, Johnson's first job was flour sales representative. He became superintendent of the Minneapolis "A" Mill in 1942 and became northwest millfeeds manager in 1952. He became manager of the now-closed mill at Valley City, N.D., in 1955, then transferred to his present job in 1963.

Betty Crocker

Miss Mercedes Bates, Director of the Betty Crocker Kitchens, was elected a Corporate Vice President of General Mills by the Board of Directors. She becomes the first woman officer in the history of the company.

Prior to being named Director of the Betty Crocker Kitchens August 1, 1964, Miss Bates was Senior Editor of the Food Department of McCall's Magazine for four and a half years, where she supervised the editing of McCall's Cookbook in addition to her other duties.

A graduate of Oregon State University in 1936, Miss Bates served as supervisor of Home Service for Southern California Gas Company for seven years and then owned and managed a California firm of food consultants in the field of television, photography and recipe development before joining McCall's in 1960.

She is past president of the California Home Economics Association and is active in the Home Economics in Business section of the American Home Economics Association.

Serving Consumers

"As head of the Betty Crocker Kitchens, Miss Bates fills a most vital role in our company," said Gen. E. W. Rawlings, President of General Mills. "We are dedicated to serving the consumer, and the Kitchens are one of our most important links with the nation's homemakers."

In her capacity as Director of the Kitchens, Miss Bates heads a staff of 52 women who develop and test recipes, test products to maintain high quality standards, prepare cookbooks and answer an average of 4,000 letters a month from homemakers.

New Betty Crocker Kitchens are being completed in the company's General Office in Minneapolis and will be officially opened the latter part of August.

Miss Bates, the fifth Director of the Betty Crocker Kitchens since they were established in 1921, is in constant demand as a public speaker. During the past year she was a member of the U. S. Chamber of Commerce Aircade which traveled around the United States reviewing with businessmen the care the food industry takes in the manufacture and packaging of its consumer products.

Declines in Tunis

Crop estimates in Tunis include production of 346,900 tons of durum wheat against 420,000 last year; bread wheat, 78,000 against 100,000 tons; and barley, 122,000 compared with 180,000 tons.

Doughboy Directors

Five new directors were elected to the board of Doughboy Industries at the annual meeting of company shareholders in Minneapolis.

The shareholders voted to enlarge the board membership from 7 to 11 and four men were elected to fill these openings. A fifth director was elected to fill a vacancy on the board.

The new directors are: John H. Bouwmeester, president of Indiana General Corporation, Valparaiso, Ind., world's largest manufacturer of magnetic materials.

C. Arnold Kalman, Vice President of Booz, Allen and Hamilton, Inc., New York City, N.Y., management consultants.

Lewis Manilow, Chicago attorney and member of the law firm of Epstein, Manilow and Sachnoff, which specializes in corporate and real estate matters.

Erling E. Rice, president of the Pepsi-Cola Bottling Company of Minneapolis and St. Paul, and president of Home Brands, Inc., manufacturer of consumer food products.

Athelstan Spilhaus, former dean of the Institute of Technology, University of Minnesota, world famous educator and scientist, and a director of several leading companies.

Other members of the board elected were: Edwin J. Cashman, chairman; James H. Buell, who has been president and chief executive officer since last April; William J. McNally, Chairman of the Board, Midwest Radio-Television, Inc.; Paul R. Doelz, president of Kalman & Company; Bert A. Turner, Vice President of Kalman & Company; and John C. Cornelius, formerly Executive Vice President of Batten, Barton, Durstine & Osborn, Inc.

Dividend

The board of directors of International Milling Co. declared a regular quarterly dividend of 30¢ a share on its common stock. The dividend was payable July 15 to holders of record on June 30.

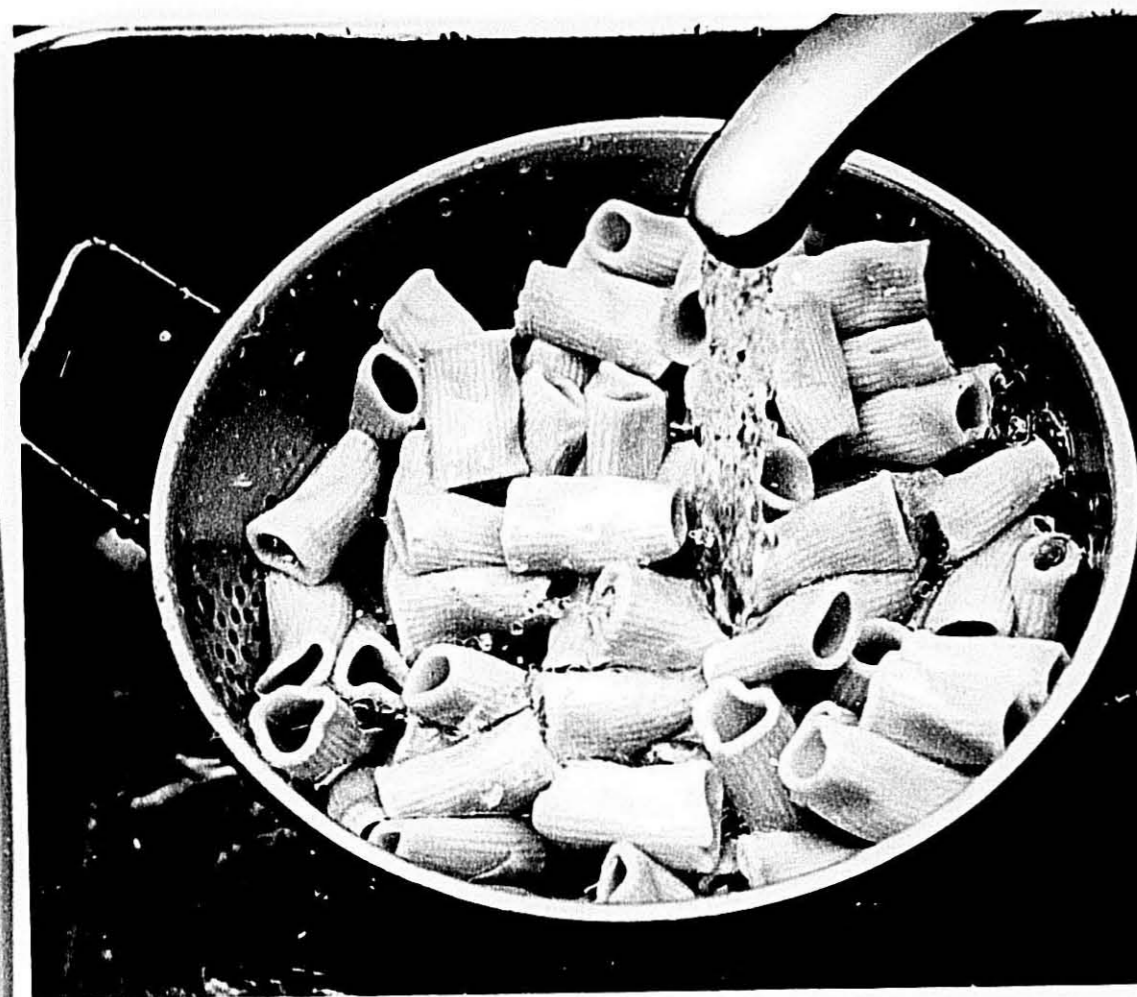
There are 2,346,383 common shares outstanding. The company also declared a regular quarterly dividend on its four series of preferred stock.

Klasy Noodles

Klasy Noodles in chicken, beef, barbecue, salt 'n' spice, and cheese and bacon flavors are being test marketed in Chicago area by Chinese Maid. The Chinese noodles come in 16-ounce cans and retail for 25¢.

ADM maintains over 70,000,000 bushels of grain storage capacity to assure you *top performance* durum products, precisely like the last batch you bought . . . and the batch before that.

where top performance counts, you can count on ADM



ARCHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY

Egg Prices to Fall

Rising production is expected to push egg prices during the rest of 1966 well below those of a year ago, according to the Department of Agriculture.

Production in April rose two per cent to a bit less than the 1965 low, but it is expected that in the second half egg production will move ahead of last year, perhaps by three per cent.

Thus, the Department says, the average U. S. cost of eggs during September-October-November will be pushed substantially below the 37 cents a dozen for those same 1965 months.

Current receipts for standard shell eggs in Chicago during the month of June ranged from a low of 25.5 cents a dozen at the beginning of the month to a high of 32.5 cents a dozen at month's end. Frozen whole eggs were quoted 26.5 to 29 cents, while frozen whites ranged 10.5 to 12.5 cents. Dried whole eggs ranged from \$1.15 to \$1.25 a pound; dried yolks, from \$1.25 to \$1.35 a pound.

In the New York and Philadelphia egg market, frozen whole eggs of light color ranged from 27.5 cents to 32.5 cents, with darker color in a range of 30.75 cents to 39 cents. Frozen yolks of 45 per cent solids in under No. 4 color sold in a range of 56 to 64 cents per pound, with No. 4-5 color bringin 61 to 65 cents. The last week in June, there were some frozen yolks of No. 5 color sold in a range of 68 to 70 cents per pound.

Egg Processing Up in May

Production of liquid egg and liquid egg products (ingredients added) during May was 77,834,000 pounds, up seven per cent from May 1965. Accumulative production of liquid eggs January through May this year totaled 257,088,000 pounds or 13 per cent less than the corresponding months last year.

Liquid egg produced for immediate consumption during May was 2,831,000 pounds, 23 per cent less than May last year. The quantity used for drying was 28,826,000 pounds, up 24 per cent from May last year. The quantity used for freezing totaled 46,377,000 pounds compared with 45,862,000 pounds during May 1965.

Egg solids production during May 1966 totaled 6,484,000 pounds, up 26 per cent from May last year and up 28 per cent from April 1966. Egg solids production during five months, January through May 1966, totaled 21,241,000 pounds, eight per cent less than for the same period of 1965. Production of whole egg solids during May totaled 1,033,000 pounds, up 71 per cent from May last year. Production of albumen solids during May 1966 was 1,760,000

pounds compared with 1,593,000 pounds the same month last year. Output of yolk solids was 1,510,000 pounds, up seven per cent from May production last year. Production of "other solids" was 2,181,000 pounds during May 1966, up 41 per cent from May 1965 production.

Durum Loan Values

There was some expectation in the trade that the Department of Agriculture would eliminate the premium for Hard Amber Durum in the 1966 loan program and might even move to impose a discount on durum in view of heavy production and large loan participation in recent years.

Instead, the Department maintained the five per cent premium for Hard Amber Durum but limits it only to No. 3 or better grades. As a result, the loan rate for No. 4 Hard Amber Durum in 1966 will be \$1.50 a bushel compared with \$1.57 last year. The seven cent reduction reflects the two-cent decline in the Minneapolis loan with the elimination of the five-cent Hard Amber premium for No. 4 grade.

The five-cent premium for Hard Amber in 1966 and 1965 contrasts with 10 cents for the 1964 crop and 25 cents for 1963. On the 1962 crop, when durum was in extremely short supply, the loan premium was 40 cents for Hard Amber. In 1961, it was 10 cents.

International Milling Scholarships

International Milling Co. has announced scholarships ranging from \$900 to \$1,800 to ten of its employees for full time study this fall at the colleges or universities of their choice.

The awards are made available from a \$100,000 trust fund established by the late Gordon H. Clark, a former vice president and director of the company. Single employees receive \$900. Married men are granted \$1,200; those with children, \$1,800. Adjustments are made for employees who also receive educational benefits under the G.I. bill.

If the employee maintains a B average in college, the scholarship is automatically renewed for up to four years. This is the fifth consecutive year that such employee scholarships have been offered.

Winning employees are chosen by a panel of three educators on the basis of academic achievement, character and leadership and are granted leaves of absence from their jobs for the school term. International Milling provides them with employment during the summer vacation.

Winning scholarships for the third consecutive year were Jack Johnston,

Moose Jaw, Sask., Canada; Daniel Hessel, Minneapolis; and Ronald Teig, Minneapolis. Darwin Wilde, Minneapolis; Keith Parker, Moose Jaw, Sask.; and Warren Wieland, New Ulm, Minn. won for the second consecutive year.

The four new recipients were Edward Smith, Salina, Kan.; Diane Sullivan, Le Mars, Ia.; Rae Verity, Moose Jaw, Sask.; and George Wennerlyn, Minneapolis.

Lysine Fortification of Flour

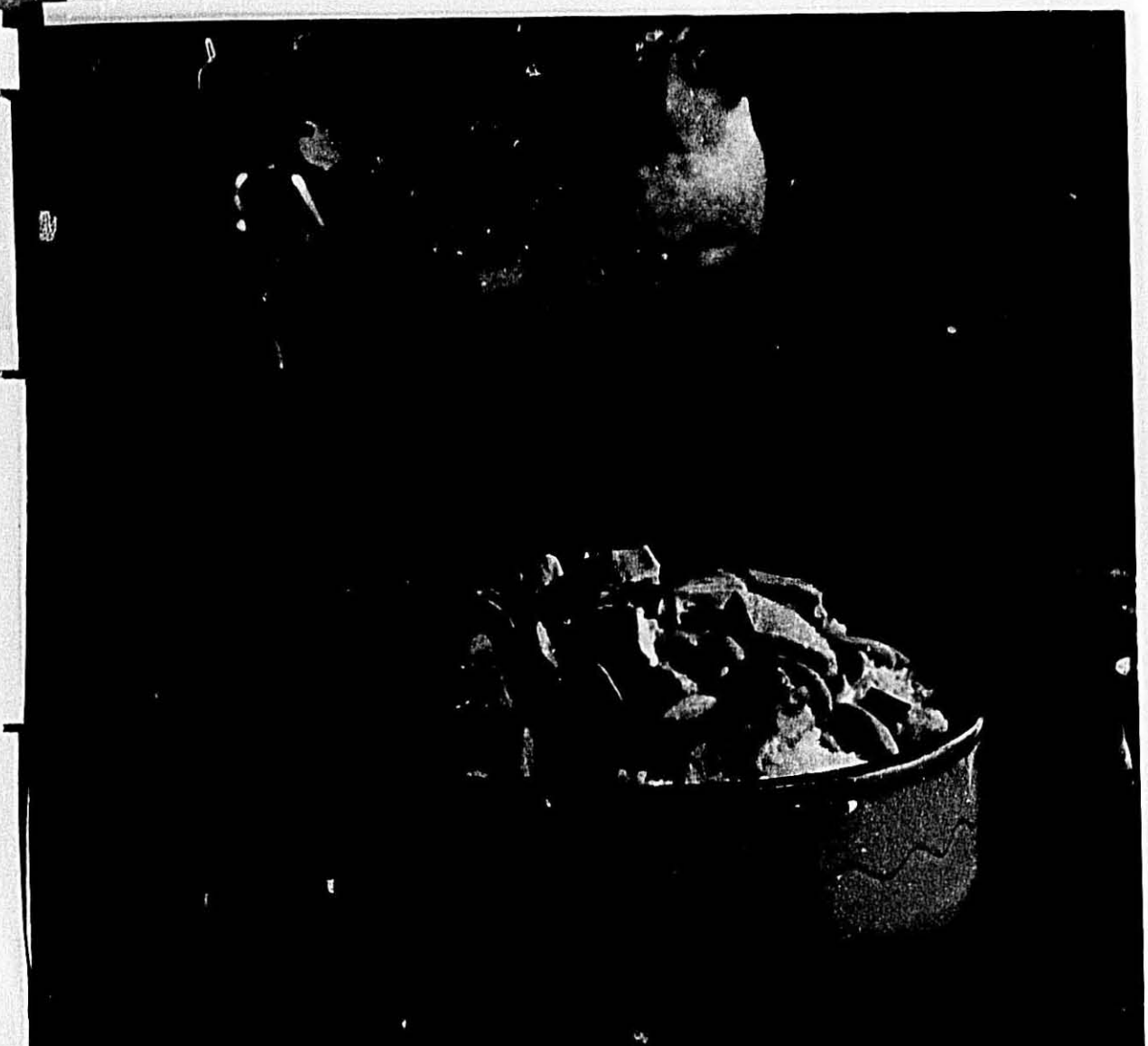
The Department of Agriculture announced the launching in the near future of extensive pilot tests involving the fortification of wheat flour with lysine in providing food assistance to developing nations. Success for the tests would add new stature to flour and other wheat foods as a staple in the diet of many nations of the world.

Lysine is one of the nineteen amino acids that together form dietary protein. A proper balance of such amino acids is necessary to secure efficient utilization of protein. In the U. S., it is generally agreed this is accomplished through the availability and consumption of varied foods that generally provide the necessary amino acid balance. While wheat has a relatively high protein content, some researchers contend that the protein alone is not as high in quality as other proteins such as that provided by animal sources, because of lysine deficiency. It is claimed that shortage of lysine results in the human body metabolizing the other amino acids present only in proportion to the availability of the lysine supply, which reduces the overall quality of the protein in wheat.

Food and Nutrition Board OK

Before deciding to proceed with the lysine fortification project, Secretary of Agriculture Freeman called upon the Food and Nutrition Board of the National Academy of Sciences to advise him whether it would be in line with the Government's current desire "to exploit to the fullest the latest developments of science and technology in our efforts to combat hunger."

This answer followed: "The Board recognized the fact that the addition of lysine to wheat enhances the value of wheat protein for animals and might be expected to have similar effects in human populations where the diet is largely wheat and deficient in protein. Since little direct evidence of benefit under practical feeding situations is available, the Board judged that present knowledge of the effects of lysine fortification of wheat on its protein value would justify an immediate large-scale pilot project."



Chicken in the basket.



AVAN® P 1200

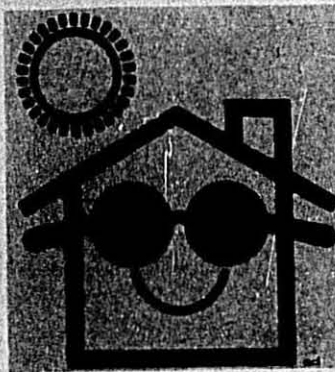
THE LARGEST LINES IN THE WORLD

30 tons short goods and 24
tons long goods daily* with
night production storage and
simultaneous packaging of
day and night production in
8 working hours.

(* dry product)

TO MAKE PASTA
IS EASY
TO MAKE IT GOOD
IS NOT SO EASY
WHY NOT LET **AVAN**[®]
HELP YOU

Get Away From It All - In Your Own Backyard



Ideally a vacation involves a complete change of scene, or a taste of adventure—something to remember and talk about for years to come. But if finances, children, or other cares prevent a trip away from home, you can still enjoy an adventurous vacation—right in your own backyard.

Jean Kinkead, women's consultant to The Travelers Insurance Companies, has talked with dozens of backyard vacationers. "Where appropriate planning is done," she says, "backyard vacations are, without exception, delightful experiences."

Change Is Essential

"There seem to be two basic musts for home vacations," reports Miss Kinkead. "A complete change of routine, and a respite from responsibility. Beyond these, all rules fly out the window, and anything goes when you vacation at home."

Often the least complicated plans do the trick. Some home vacationers simply change their eating habits. They start the day with a picnic breakfast in their own backyard or at a nearby picnic site. There's something about the aroma of ham 'n eggs sizzling on an outdoor grill that brings on a relaxed, get-away-from-it-all feeling.

Other home vacationers enjoy a late brunch and an early gourmet dinner. What better opportunity to dust off the fanciest cookbook in the kitchen and have a ball dining in most elegant fashion each evening—complete with candlelight. Of course, do all your shopping in advance and make full use of pantry shelf and freezer. Vacations are no time for shopping.

Still another idea for a change of eating habits is to try a new restaurant each day. Take a road map of your area

or state and, centering a compass on your home town, draw a circle encompassing the family can easily reach in about an hour's drive. Then plan your restaurant hopping accordingly.

Camp in Style

There are home vacationers who go in for backyard camping in style, with tents, sleeping bags—the works. Youngsters will love this idea. With a little ingenuity and imagination, it can be as if the family were off in the woods somewhere.

Your backyard campsite's not complete without your own campfire. Check your local fire department first, to see if a fire permit is required. The Travelers advises that the best location is a spot well away from your shrubs, bushes or overhanging trees. Don't make an elaborate fire—remember, you're camping, and that means "roughing" it. Dig a small hole and surround it with stones to keep the fire from spreading. While charcoal briquets are a popular fuel, a good supply of small dead branches can easily do the trick. And Miss Kinkead reminds us to keep a bucket of water nearby.

In the evening, toast marshmallows on a stick. And if one member of the family can strum a guitar—or even play the harmonica—you've got the whole scene made. Old camp songs will spark a touch of nostalgia for grown-ups and be a ton of fun for the kids.

When morning comes, use the same spot to build a breakfast fire. All you need are a frying pan or two, some bacon and eggs from the kitchen and an old coffee pot. You'll be surprised how delicious breakfast will taste out of doors. The grill from your outdoor barbecue unit—or even one of the grills from the oven—will hold the pans over the fire.

Try a New Sport

Here's another idea from Miss Kinkead for a stay-at-home vacation: take up a new sport. Golf and tennis are good choices. There's nothing better than one or two weeks of solid practice and play to greatly improve your game. In the same amount of time a novice can become amazingly proficient.

With a minimum of initiative the backyard can also be a wonderland for a whole family of sports enthusiasts. One family with which Miss Kinkead of the Travelers spoke bought equipment for badminton, volleyball and horseshoes, plus a dunking-size, port-

able swimming pool. The investment for everything, including lime to mark the badminton and volleyball courts and filtering equipment for the pool, was less than one-quarter what they normally spent for vacations away from home.

Once bought, these games can be enjoyed all summer long, and for years to come. Since the equipment is portable, you can take paddles, balls, nets and racquets to the bench or lakeside. And there's no need to limit playing time to daylight hours, either. Inexpensive flood-lights can easily stretch playing time through the evening hours.

Take a Tour

Vacations also provide opportunities for you and your children to do many things together that may not be possible at any other time. Many of these activities are as close as downtown, yet they can widen your child's interest in the world around him.

Virtually every community has places of interest that many residents have not visited. Museums, for example, offer a great variety of exhibits and also frequently schedule shows or demonstrations for children.

Live theatrical and musical performances supply contrast to television or motion pictures. Many newspaper offices, radio and television stations, courthouses, fire stations, local industries, airports and the like can be fascinating to a child and of interest to adults, as well. Your local chamber of commerce can provide you with information about interesting tours to take in your area.

Break the Routine

On your backyard vacation, the most important thing to remember is to drop as many regular house chores as possible, even if it means hiring temporary help to cook, clean, baby sit and cut the lawn. You might even be brave enough not to answer the phone for two weeks.

Probably the most pleasant result Miss Kinkead uncovered from her research for the Travelers on backyard vacations is that vacationers return to life's normal routine more refreshed than if they had whisked across the globe. You can get away from it all... in your own backyard.

Cook with Macaroni Out-of-Doors

Campfire cookery is a lot of fun, as more Americans are finding each year

with the increase in "rough-it" vacations. The secret of success lies in advance planning of menus, based on recipes using non-perishable foods. You can't run to the corner grocery store for a missing ingredient when your kitchen is a camp-stove in the middle of a forest!

Macaroni products—elbow macaroni, egg noodles and spaghetti — should head the list of foods to pack along on the camping trip. They travel well, keep well, cook easily with no fuss and mix with any meat to form a filling and appetizing one-dish meal. Canned meats, soups, vegetables and fruits, and dehydrated products all are made to order for camp-site cookery.

The National Macaroni Institute has developed two savory skillet meals to enjoy cooking and eating out-of-doors: Macaroni Campfire Skillet with canned chicken, and Woodsman's Noodles with canned bacon. Only one skillet needed to prepare either of these—easy on the dish-washer!

Macaroni Campfire Skillet

- (Makes 4 to 6 servings)
- 1 can (1 pound) small whole onions
 - 1 can (1 pint, 2 ounces) tomato juice
 - 1 can (1 pound) stewed tomatoes
 - 1 envelope (¾ ounce) cheese-garlic salad dressing mix
 - 2 cups elbow macaroni (8 ounces)
 - ½ cup pimiento-stuffed olives
 - 1 can (12 ounces) chicken or 2 cups cubed cooked chicken
- Drain liquid from onions into large skillet. Stir in tomato juice, tomatoes and salad dressing mix; bring to boil. Gradually add macaroni; cover and cook, stirring occasionally, until tender. Mix in onions, olives and chicken; heat.

Woodsman's Noodles

- (Makes 4 servings)
- 1 can (1 pound) imported sliced bacon, cut in half
 - 1 can (11 ounces) condensed Cheddar cheese soup, undiluted
 - 3 soup cans water
 - ¼ teaspoon dry mustard
 - 1 can (1 pound) sliced carrots
 - 8 ounces fine egg noodles (about 4 cups)
- In large skillet, cook bacon until crisp; remove from pan and drain off drippings. Stir in soup, water and mustard; bring to boil. Gradually add carrots and noodles; cook covered 10 minutes. Return bacon to skillet and cook 5 minutes longer or until noodles are tender and bacon is heated through.

Try These Macaroni Delights

What would we do without pasta! This Italian staple has been thoroughly "naturalized" by American cooks, and is now as familiar a part of our national fare as hot dogs or hamburgers.



Scalloped Macaroni Casserole

And no wonder: pasta is the busy homemaker's lifesaver. It mixes well with a huge variety of foods, in soups, salads, casseroles; as if to underscore its versatility, it comes in an intriguing assortment of shapes and sizes. In all its many forms, children and adults both love it.

Oriental Origin

Spaghetti is said to have been borrowed from the Chinese—by explorer Marco Polo! Macaroni has a royal lineage dating back to earliest times. By the 13th century, it had become a favorite of Italian emperor Frederick II. The story goes that he coined the name "macaroni" from "marcus," meaning a divine dish.

Spanish explorers introduced macaroni to America in the 16th century, but it wasn't until the end of the Civil War, with the influx of Italian immigrants, that macaroni became an important food in this country. Like many other items, it passed from the hand-made stage to the Machine Age. Now consumption is at an all time high.

Much of this current popularity can be traced to convenient macaroni mixes complete with seasoning sauces. These mixes form the basis for simple lunches



Reuben Sandwich with Macaroni Salad

or company dinners, served "as is" or with your own creative touches. The Golden Grain kitchens have issued this recipe from the office of Vernon Pope Co.

Scalloped Macaroni Casserole

- 1 pkg. scallop-a-roni
 - 1 tbsp. butter
 - 2½ cups boiling water
 - 4 to 6 thin tomato slices
 - 1 cup buttered bread crumbs
 - ¼ cup chopped green pepper
- Oven temperature: 375°

Prepare scallop-a-roni with butter, boiling water and seasoning according to package directions. Cover and bake for about 20 minutes. Stir macaroni and sauce to blend. Arrange tomato slices on top. Sprinkle with buttered bread crumbs mixed with green pepper. Continue baking, uncovered, for 10 minutes, or until bread crumbs are crisp and macaroni is tender.

Bread Crumbs: Melt 2 tbsp. butter in fry pan. Add bread crumbs and green pepper. Heat and toss gently. Serves 4.

August Is Sandwich Month

Macaroni ties in with everything, but who ever heard of a spaghetti sandwich?

Would you believe a sauerkraut sandwich?

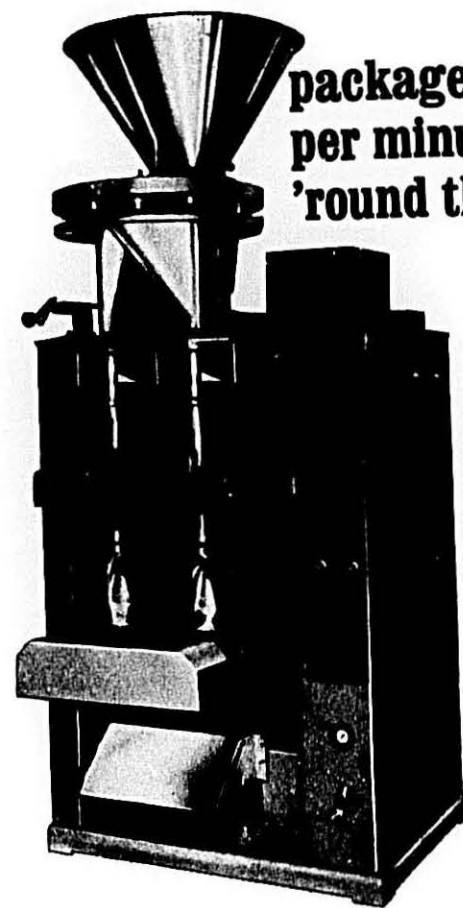
Here's a spectacular grilled Reuben sandwich made with corned beef, Swiss cheese and zesty kraut—meal enough to please even a ravenous man or "bottomless" teen-ager. Add some caraway or dill seed and a touch of garlic powder to the kraut and you have a delectable accent to zip up the meat-cheese combination. This gourmet fare can be assembled in advance, wrapped and refrigerated and then simply grilled at the last moment, making it perfect for entertaining, too. Serve it with a colorful macaroni salad and plump, flavorful pimiento-stuffed olives.

Macaroni teams successfully with many fruits and vegetables to form a wide variety of appetizing salads, toothsome companions for any sandwich. Like the Reuben, convenient, satisfying macaroni salads can be made early and chilled until serving time.

Country Kitchen Macaroni Salad

- (makes 4 to 6 servings)
- 1 tablespoon salt
 - 3 quarts boiling water
 - 2 cups elbow macaroni (8 oz.)
 - ½ cup grated carrot
 - ½ cup chopped cucumber
 - ½ cup chopped celery
 - ¼ cup chopped green pepper
 - ½ cup mayonnaise
 - 1 tablespoon prepared mustard
 - 1 teaspoon salt
 - 1 teaspoon pepper

(Continued on page 20)



packages 160 bags
per minute
'round the clock!



A Triangle Dual Tube Bag Machine is producing 160 bags per minute on a continuous 24-hour basis for the Robin Hood Flour Mills Limited, Montreal, Canada. This sustained performance is usually interrupted only for brief periods of routine maintenance. Packaged ten to a carton, each bag contains an individual serving of precooked oats. ■ Though Triangle's Dual Tube unit is no larger

than a single bag machine, it produces two bags like a twin. It can also be converted to make one larger size bag. Available in a variety of filling heads, the Dual Tube machine incorporates all Triangle's proven features, including quick return drive and proportioning heat controls. To learn more about the Robin Hood application or see a demonstration of the Dual Tube unit, write or call Triangle.



TRIANGLE
PACKAGE MACHINERY COMPANY
6634 W. Diversey Avenue, Chicago, Illinois 60635
Telephone (312) 889-0200

Instructions for Kitchen Macaroni Salad—

(Continued from page 18)

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain; rinse with cold water and drain.

Combine macaroni with remaining ingredients. Toss lightly but thoroughly. Chill. Garnish with parsley if desired.

Barbecue Cloths

Outdoor buffs can obtain barbecue tablecloths for three labels of spaghetti sauce from Ragù Packing Company in Rochester, New York.

The plastic covering, embossed in red and green, measures 54 x 72 inches. Newspaper ads in 61 papers in 35 cities in the firm's marketing area appeared in July.

Part of the company's Barbecue with Ragù summer campaign through mid-August will include recipe suggestions for such items as shrimp cocktail sauce and seashore spaghetti dinner. The tablecloth offer extends to the end of September.

Pasta Story

Michael Field writes in the June issue of McCall's Magazine on "Pasta."

He says: "Of the foreign dishes that make up so much of our national cuisine, few are as popular as those of the Italians. Supermarket and grocery store shelves are laden with such 'Italian-style' products as Chicago prosciutto, Wisconsin provolone, and California Italian plum tomatoes. And our fancier stores carry the imported varieties of these very same foods and others, in great profusion.

"But despite this largesse, mention Italian food to an American and his immediate association will be pasta—and, more often than not, simply spaghetti. And if proof were needed, pasta outsells all other foods of Italian origin manufactured in the United States today."

Technological Advances

Mr. Field finds favor with the technological advances made in the manufacture of macaroni products, but observes that our expertise in making is not matched by our ability to cook it. "Rare, indeed, is the dish of pasta ordered in an Italian or American restaurant that doesn't come to the table carelessly drained and blanketed with a dubious tomato sauce. And that we

consume so much of it prepared in this fashion indicates that we know less about pasta cooking than we suppose," complains Mr. Field.

Sizes and Shapes

He notes that for centuries Italians have used pasta to create all manner of decorative and fanciful shapes, and that this has made a daily diet in sections of southern Italy (where the food is eaten seven or eight times a week) less monotonous. He then enumerates some of the more fanciful smaller forms: stars, melons, rings, seeds, roses and tiny snail shells; which Italians consider to be at their best served as *pasta in brodo*—that is, in a clear soup. Heavier pasta, molded into seashells, conch shells, cockscombs, wheels, butterfiles, twisted strings and ribbons, is designed to be served more elaborately, with richly seasoned sauces.

Most American cooks can cope more or less with the better known rope and ribbon pasta, like spaghetti, thin spaghetti, flat linguine and broad lasagne. But few know what to do with the tubular manicotti, tuffoli and the rest. Then he counsels: "They need only be cooked in vast quantities of salted boiling water until tender, then filled with a cooked meat, fish, vegetable or cheese stuffing. Baked with a previously prepared sauce, these make substantial main courses for lunch, dinner or supper, with the added advantage that, unlike most other pasta, they can be cooked ahead and reheated without any loss of texture or flavor."

About Sauces

Italian sauces, notes Mr. Field, unlike those of the French, are not notable for their refinement. But they are considerably easier to prepare, have fewer pitfalls and possess a vitality French sauces often lack.

Best known, perhaps, in the United States, with its large southern-Italian American population, is the Neapolitan marinara, or mariner's sauce. In Naples, it often is prepared with fresh tomatoes; but our marinara sauces are always made with canned tomatoes and usually with the addition of a large proportion of tomato paste, as well. But whether the tomatoes are canned or fresh, an ideal marinara sauce should be smooth, lightly scented with olive oil, herbs, onions, garlic and anchovies.

Served over thoroughly drained, buttered hot pasta, a wine-dark marinara sauce makes an admirable dish, particularly if the Parmesan or Romano cheese served with it is well aged, freshly grated and plentiful.

He suggests an electric blender makes little work of duplicating the most Italian pasta sauce of all, the Genoese

pesto. In Genoa, large quantities of fresh basil are pounded in a mortar with whole garlic cloves, pine nuts and salt, to reduce it to a paste. Olive oil is then stirred in, drop by drop, until the *pesto* has the consistency of creamed butter. At this point, grated Sardinian cheese (called *Sardo*) or Parmesan is added.

A combination of parsley and dried basil may work out.

Fettuccine Alfredo

The simplest dish of all, says Mr. Field, is *Fettuccine Alfredo* in Rome and *Tagliatelle al Burro* elsewhere. It has for the past number of years enjoyed a renown in the United States it most assuredly deserves. Consisting of nothing more than half or quarter-inch wide strips of freshly made noodles, classically dressed with butter, cheese, salt and pepper, it is one of the few pasta dishes in the United States where you can be reasonably sure of enjoying it in a restaurant if you can find one that makes it. Generally, its cost is astronomical, but at its best it is worth it.

"Whatever the pasta," concludes Mr. Field, "with so many superb varieties and sauces to choose from, it would seem a pity to continue cooking, saucing and serving it as carelessly as so many of us do. After all, pasta is a dish of great simplicity. To cook it less than perfectly is hardly worth the effort."

Teen-age Brides

Teen-age brides make up about 40 per cent of today's marriages—a fact learned in a recent University of California study. These young women, endowed with relatively meager home making skills, comprise a huge market for frozen and canned foods—particularly frozen-prepared main courses, and entrees with "built-in" butter-, cream- and mushroom-sauces.



NSBA Officials. Lloyd E. Skinner, left, president of Skinner Macaroni Company, Omaha, was elected Chairman of the Board of Trustees of the National Small Business Association, and Charles Beck of King of Prussia, Pennsylvania, was elected President, at the Annual Meeting of the NSBA Board held in Washington, D.C. recently. Mr. Beck is president of the Beck Machine Corporation. The NSBA represents small businessmen throughout the nation.



THE STORY OF MACARONI



How Was Macaroni Named?

According to legend, Cicho, a subject of King Frederic of Saubin, dreamed of discovering a wonderful new food that would bear his name. For years he studied and experimented. But before he could present his discovery to the people of Saubin a neighboring woman stole his recipe, prepared the new food herself, and served it to King Frederic. Needless to say, the king loved it. And when Cicho protested that the dish was his invention, the king replied, "Impossible—only an angel could have given mankind such a divine food." And he promptly named the new dish Macaroni, from the word *Macarus*, the divine fish.

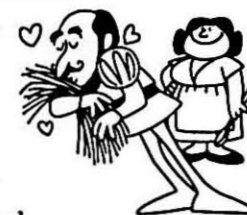


And another legend says that a wealthy nobleman of Palermo, who loved fine food, had a marvelously inventive cook. She devised a dish of boiled strings of dough, covered it with rich sauce, topped it with grated Parmesan cheese, and proudly served it to the noble.

"Cari" or "The darlings" he shouted after the first mouthful—which freely translated means, "Man, this is great!"

After the second taste he emphasized his statement exclaiming "Ma Cari", "Ah, but what darlings." And after the third mouthful his enthusiasm was boundless. "Ma Caroni!", "Ah, but dearest darlings!" he cried—paying a supreme tribute to his cook's wonderful discovery and naming the new food, both in the same joyful expression.

—So say the legends.



The naming of macaroni may have many legends, but there's only one name for the highest-quality macaroni flour: King Midas Durum Products



PEAVEY COMPANY
Flour Mills

La Rosa's Rose-Colored TV

A recent issue of Sponsor Magazine tells how La Rosa is promoting the theme of color in commercials to consumers and the grocery trade.

The article notes that the market for macaroni products in the United States has a long way to go, so the aim is to sell to a broader base of product users and to sell "informationally."

Housewives seldom know what to look for when buying La Rosa, therefore, feels that much of its advertising effort must be geared to a from-the-ground brand of salesmanship, selling not only the taste appeal of the product but an informative set of reasons—why to a very wide range of consumers.

Broadcast Advertising

Broadcast advertising has been the mainstay of La Rosa's promotional efforts, dating back to the early days of radio. The firm, in fact, jumped into radio in 1933, expanding its schedules outside New York City as distribution grew, and became something of a veteran in the use of both general market and ethnic appeal spot radio.

In the mid-1950's, La Rosa—now distributing in much of the Eastern seaboard and over to the Midwest—expanded into TV with a succession of syndicated program sponsorships starting with the Preston Foster starrer, "Waterfront," and continuing with such film series as "Silent Service."

When the still-continuing color boom began in TV last summer, La Rosa and its agency, Hicks & Greist, were already in monochrome TV to the extent that over 80 per cent of the firm's budget was video-directed.

Golden Color Approach

Color TV seemed made to order for La Rosa, for a good reason. They felt that it provided a perfect means of selling the product with sight and sound demonstration, and in color. They were well aware that housewives reacted well to the "quality" and "golden color" approach.

The La Rosa color TV campaign, which developed from discussions between La Rosa executives, advertising head James Tallon, and executives and creative staffers of the Hicks & Greist agency, was to have a major objective in addition to reaching the public. La Rosa's Tallon puts it this way:

"It's no longer a novelty today in grocery circles for a food product to be backed by television advertising. In fact, those that aren't are an exception. So, it takes more than just a TV campaign to stir up the food buyers and executives of major supermarket chains in our distribution area."



James G. Tallon

Finally came an advertising idea, deceptively simple. The campaign was to be built on the theme of "La Rosa is the Golden One." Color TV commercials stress this color quality difference, making the use of the tint TV medium a logical outgrowth of the basic sales message.

Merchandising the Campaign

To merchandise the TV campaign to grocers, salesmen were equipped with a demonstration device (three bottles of flour, a white card, etc., used in the commercial—these are bread flour, farina, and No. 1 semolina). It made an effective sales device. But what really drew action was a contest staged by La Rosa in the grocery trade.

"We sent personal mail promotions aimed at the wives and female relatives of grocery buyers," recalls Tallon. "The contest was simple; women were invited to send in an answer to the question, 'Why is La Rosa more golden than any other brand?' and the winner was to receive a brand-new color TV set."

The promotion got action and continues to generate enthusiasm.

Other Italian Foods

La Rosa markets other products besides its packaged pasta. The full line includes dry soup mixes, canned sauces, canned spaghetti and meat balls, canned ravioli, grated cheese, Italian-style bread crumbs. Although they are not promoted as widely in commercials as basic macaroni products, La Rosa feels that the quality image from the color commercials will rub off, to a large extent, on other firm products.

"We went into color TV for two good reasons," says Mr. Tallon. "For one thing, color set saturation has reached a level in our distribution area where it has become a real media force. Also,

we feel that it is the right medium in which to sell a product in which 'color' is actually a major product point, which makes color TV more than worth the 20 per cent differential we paid for production factors in the commercials."

Food Technologists Honored

As jet planes shrink the size of the globe, and the world population grows at an unprecedented rate—an adequate supply of good and nutritious foods is more than sheer necessity. Three food experts have played important roles in the lives of millions by their work which ensures that these cross-country lives are made better by better foods through technology. Recognition of their work was given on May 22 at the Awards Banquet held as part of the 26th Annual Meeting of the Institute of Food Technologists in Portland, Oregon.

Dr. Joslyn

• For pre-eminence in and contributions to the field of food technology, Dr. Maynard A. Joslyn was presented the IFT 1966 Nicholas Appert Award. He is professor of food technology at University of California (Berkeley) and President of the Institute of Food Technologists. Originated by the IFT after the French inventor who, in the early 1800's, devised a "canning" method for preserving fresh food—a radical



Gold Coins Winner. Mrs. Hazel Reese of Philadelphia has much to smile about, being the recipient of gold coins valued at \$200 during the Super Market Institute annual convention in Chicago. She was one of thousands of participants representing every state in the nation. Mrs. Reese is with the Public Relations Department of the Frankford-Quaker Grocery Company of Philadelphia and has been an employee for nineteen years.

V. La Rosa and Sons, Inc., was one of the many S.M.I. exhibitors at the convention with their "Booth of Tomorrow." Shown with Mrs. Reese are Peter J. Schader, Jr., left, sales manager of V. La Rosa's Warminster, Pa. Division, and Joseph Sugan, executive vice president, Frankford-Quaker Grocery Company.

New Docks at Mueller's



Shipping facilities totaling 25,000 square feet have just been completed at C. F. Mueller Company, Jersey City, New Jersey.



Six new docks added to the three at the other end of the shipping area provides continuous, efficient shipping operations to accommodate the expanding needs of the company.

Food Technologists Honored—

(Continued from page 22)

Award carries a specially-struck bronze breakthrough in food technology. The medal (furnished by the IFT Chicago Section) and a \$1,000 honorarium. Dr. Joslyn is widely known and respected in the food industry both in this country and overseas. During his almost 40 years of service in the fields of food science, technology and nutrition, he has been active in promoting them as one, undividable area of knowledge and application. Much of his research work has been devoted to food analysis, as well as many aspects of food processing: freezing, dehydrating, pickling, fruit and vegetable juice processing and concentrating, and wine making. He has also been active in developing programs in food processing and distribution in Australia, Israel, and other foreign countries. He is the author of some 300 publications and the recipient of many awards and honors including the Babcock-Hart Award (1963) and the IFT International Award (1961).

Mr. Eskew

• For outstanding contributions to science or technology which lead directly to large-scale commercial food production affecting improved public health through better nutrition—Roderick K. Eskew received the 1966 Babcock-Hart Award. He is chemical engineer and chief of USDA's Agricultural Research Service Engineering and Development Laboratory, Wyndmoor, Pa. The award is donated by the Nutrition Foundation, Inc., and administered by the IFT. It carries a special plaque and a \$1,000 honorarium. Mr. Eskew is cited for his "developments in

the field of dehydration which are the basis of several processes which in industrial production today make available for public nutrition a wide variety of high-quality dried fruits and vegetables." The now-taken-for-granted instant potato flake was developed under Mr. Eskew's direction, among other convenience products in today's supermarket, including new "quick-cooking" dried fruit and vegetable pieces. Mr. Eskew has been frequently cited for the successful application of chemical engineering principles to food process development with full benefit to convenience and nutrition. The Babcock-Hart Award recognizes Mr. Eskew's primary interest in the concentration and dehydration of foods to preserve their flavor and nutritive value and, by improving their stability, to make them more widely available than their fresh version.

Dr. Stewart

• For exceptional performance in promoting international exchange of ideas in the extensive field of food technology in a "shrinking world"—Dr. George F. Stewart will receive the 1966 IFT International Award. He is director, Food Protection and Toxicology Center at University of California (Davis). Dr. Stewart was cited for his research, academic and editorial contributions in bringing better international understanding to both the problems and advances in food science and technology. The Award is commemorated by a special engraved Silver Salver donated by the two Australia Sections of IFT. Prior to Dr. Stewart's present position, he was head of the Department of Food Science and Technology on the

Davis campus of University of California. As an educator, Dr. Stewart's training of foreign students has had profound influence on the food industry abroad. In Japan, the rapid development of its broiler industry is greatly attributed to the teaching ability of Dr. Stewart. As an author, editor, and Executive Editor of IFT journals—important food knowledge has been made widely available in useable form. He has also been very influential in organizing and stimulating food scientific meetings that bring together the best minds of U.S. and other countries in food knowledge exchange. The international value of his work has been outstanding in all aspects.

The awards were announced by Calvert L. Willey, executive secretary of IFT which is the not-for-profit professional society of the food industry. This scientific and educational society encourages the betterment of foods through research and communication of food knowledge. Its 10,000 members are from throughout the U. S. and over 50 other countries of the free world, representing an aggressive and fast growing task force of scientists, engineers, executives and educators dedicated to the production and processing of a wide variety of appealing and nutritious foods.

IFT President and President-Elect

Dr. John H. Nair, food industry consultant, succeeded Dr. Maynard A. Joslyn, University of California professor of food technology, as President of the Institute of Food Technologists at

(Continued on page 28)

new

Ambrette Cyclo-Mixer Extruder with Twin Die Head for... continuous mixing, kneading, developing and extruding.

NEW TYPE HIGH SPEED CYCLO-MIXER

Flour and water are completely mixed with each particle receiving proper amount of water. Eliminates dry lumps found in conventional mixer.

NEW TYPE FLOUR FEED SYSTEM

Flour fed to cyclo-mixer by precision control resulting in a uniform and constant feed.

NEW TYPE WATER FEED SYSTEM

Water is filtered and fed under constant, precision control to the cyclo-mixer. Control is by micrometer adjustment with sight flow feed.

NEW TWIN HEAD DIE

Solid one piece head with two dies for slow extrusion with high production.

NEW CUTTING DEVICE SYSTEM

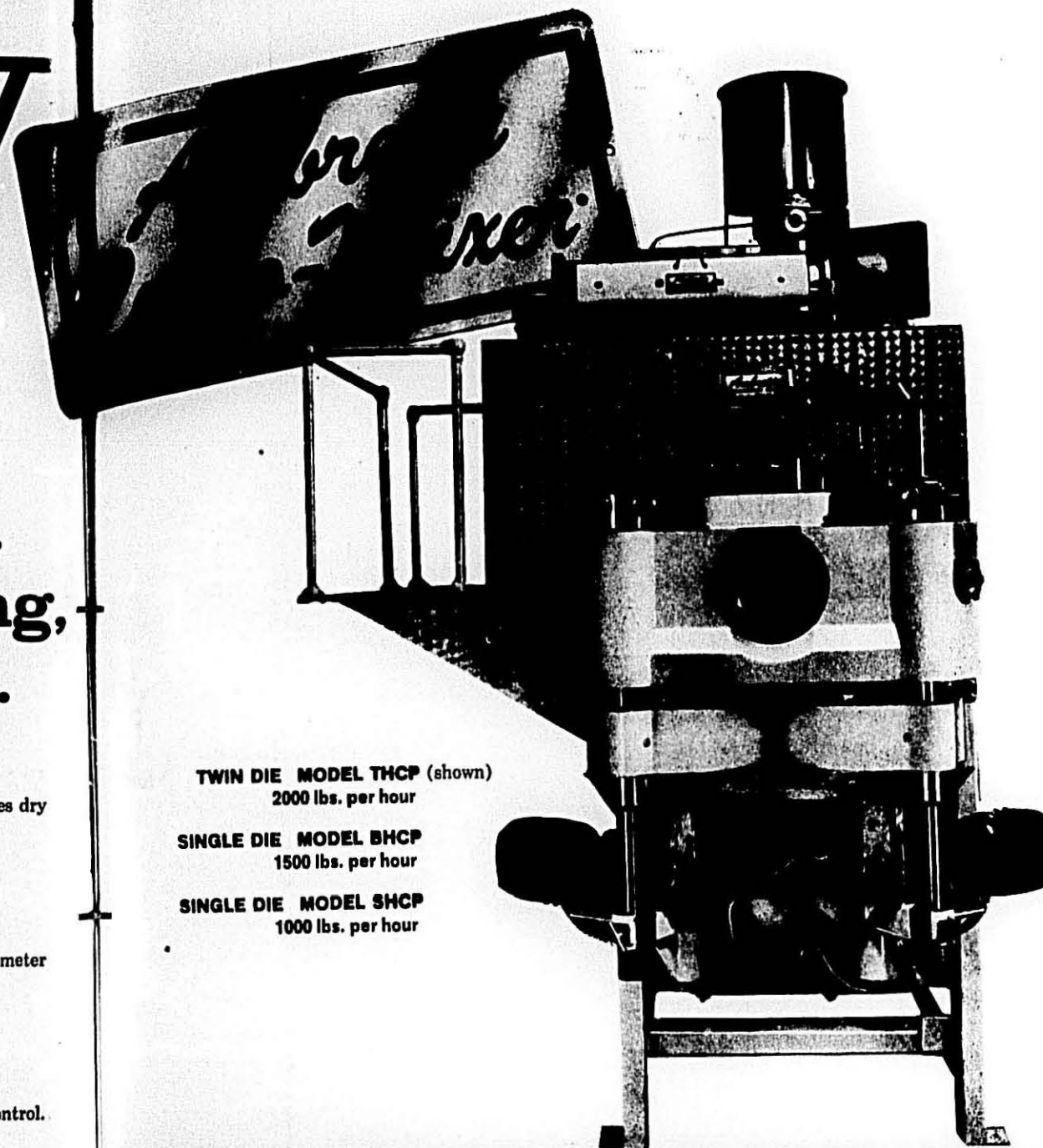
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

NEW TYPE SCREW FORCE FEEDER SYSTEM

Force feeder maintains constant feed of dough to screw under pressure.

NEW TYPE EXTRUSION SCREW AND ANTI-FRICTIONAL METAL LINER

High production screw with low speed. Anti-frictional metal liner in screw housing for long wear and low friction.



TWIN DIE MODEL THCP (shown)

2000 lbs. per hour

SINGLE DIE MODEL BHCP

1500 lbs. per hour

SINGLE DIE MODEL SHCP

1000 lbs. per hour

For detailed information write to:

AMBRETTE MACHINERY CORPORATION

FDA Tightens Vitamin Rules

The Food and Drug Administration has announced the tightening of regulations applying to the sale of diet foods, vitamins, and other nutrition supplements. Dr. James L. Goddard, Commissioner of the FDA, said the changes aim for more information to consumers and the removal of misconceptions concerning the kinds and amounts of vitamins needed in the diet.

The new regulations will go into effect in six months unless delays are forced by industry objections. Normally 30 days are allowed for objections to proposed changes, but FDA extended his period to 60 days because of recognition that the magnitude of the changes may arouse widespread interest and objections.

"Recommended Allowances"

Under the new regulations, the term "minimum daily requirement," which has been employed in connection with vitamin and mineral enrichment, will have to be dropped as misleading. Instead, the term "recommended dietary allowance" will be permitted.

Furthermore, the makers of products that contain more than the recommended allowance of any vitamin or mineral will have to eliminate the excesses. The agency contends that many Americans have incorrectly believed that nutritional benefits might accrue from taking vitamins in excess of the minimum requirements.

The new regulations provide for eight classes of foods to which specified amounts of certain vitamins and minerals may be added to improve nutritive values. In addition to such foods as enriched flour and bread, enriched cornmeal and margarine and evaporated milk, which are already covered by standards that permit vitamin and mineral additions, the following are listed: processed cereals, fruit juices and fruit drinks, infant formulas, infant food products, macaroni products, both fluid and powdered milk for drinking, fluid skim milk and fluid low-fat milk for drinking, and salt.

Processed Cereals

In the case of processed cereals, the new regulations provide that they may be fortified with four permitted nutrients and must have a label which bears the statement "fortified with vitamin B1, vitamin B2, niacin and iron."

Claims are prohibited in labeling or advertising of fortified foods to the effect that they are adequate or effective for treatment or prevention of any disease or condition, or that a diet of ordinary foods would not supply adequate amounts of vitamins and minerals.

In the case of multi-vitamin supplements which contain less than the recommended amounts of some ingredients, increases must be made under the new rules. Also, the new standards provide that vitamin and mineral supplements contain only those nutrients considered to be important in supplementing the diet and in amounts that fall within a stipulated range. Recommended dietary allowances of 17 vitamins and minerals are included in the regulations.

"Low Calorie" Claims

Labeling of foods and drinks as "low calorie" must be limited to those containing 15 or fewer calories per serving.

Claims on food "reduced in calories" must be limited to foods that contain at least 50 per cent fewer calories than their ordinary counterparts.

Extravagant promotion of "shotgun" multi-vitamin and mineral supplements that contain nutrients that meet no dietary need and tend to mislead consumers is prohibited.

The new regulations, it is indicated, are in line with proposals of four years ago in a report of the Food and Nutrition Board. The FDA pointed to the Board as "the foremost authority on nutrition in the United States." Its proposals in 1962 brought more than 50,000 protests to the FDA. Protests have already begun to flow in to the agency.

Figure Control

The Duffy-Mott Company is advertising a three-course, 300-calorie meal of "Forbidden Food" and stating that you will lose up to five pounds a week.

Copy in the May issue of the Ladies' Home Journal which shows a casserole of spaghetti and meat balls says: "Eat up and slim down. Slip into a slender new shape without starving. Just eat Mott's Figure Control Meals. They're a feast for weight watchers who are fed up with starvation diets."

"You get meals of 'forbidden food' like spaghetti and meat balls. Chicken a la King. Hearty beef stew. Appetizer and dessert, too. Three courses to feast on. Yet each meal is less than 300 calories."

"Who could feel starved eating a pound and a half of deliciousness? Who could be bored when there are seven tempting meals to choose from?"

"Mott's cuts the calories in 48 other Figure Control Foods, too. Foods you can buy separately, like breakfast drinks. Salad dressings. Pancake syrup. Fruits. Mott's famous no-calorie sweetener. All are high in satisfying flavor—low in fattening calories."

"It's great to be a loser with Mott's!"



Red Cross Spaghetti Display Wins Hermes Award. The Chicago Federated Advertising Club awarded a gold "Hermes" to Frank Denby Allen, shown above, president of the John B. Conepa Company, manufacturers of Red Cross macaroni products. The award-winning ad ran in many Midwest region grocery trade publications.

The Hermes Award, named after the ancient Greek god of persuasion, is given for outstanding advertising in various fields. Conepa's Red Cross ad for a giant spaghetti display piece was headlined, "There's only one way for your profits to go from here: up!" The ad was prepared by the Conepa Company's advertising agency, Lilienfeld & Co., Chicago.

Consumers Want Calorie Count

A survey of what 1,141 housewives think of packaging today revealed that calorie content—an item seldom found on labels of products other than diet foods—is highly important to the ladies.

In the survey, conducted by National Family Opinion, Toledo, O., for Sales Management magazine, respondents listed calorie content as the fourth most important item on labels. It ranked only behind the basic information of size and weight, ingredients, and amount contained.

The study also revealed that 48 per cent would change brands if the competing brand's package was better; 49 per cent said first-time purchases were influenced by the package, and 63 per cent said home looks is more important than shelf appearance.

Can't Please Everybody

Because people tend to eat about the same amount, a small change in food supply affects prices greatly. In general, at the farm level, a change of five per cent in supply of oranges changes price ten to 15 per cent. At retail, a five per cent change in supply changes price from four to six per cent.


For this reason, a grower's income increases by a reduction in the crop, whereas a processor's is decreased by the same crop reduction.



There's a new excitement about spaghetti/The addition of 1.5% MYVAPLEX® Concentrated Glyceryl Monostearate to the spaghetti you make keeps its appearance, flavor, and texture just as inviting in the steam table as when it comes fresh out of boiling water at home. Food service managers will want to serve it more often. You can look forward to a broadening market.

MYVAPLEX Concentrate does not affect flavor. It meets the requirements of U.S. Food and Drug Definitions and

Standards of Identity for Macaroni and Noodle Products, as amended. Learn more about its advantages by getting in touch with Distillation Products Industries, Rochester, N. Y. 14603. Sales offices: New York and Chicago. West Coast distributors: W. M. Gillies, Inc.

 Distillation Products Industries is a division of Eastman Kodak Company

IFT President Elect—

(Continued from page 23)

the close of the Institute's 26th Annual Meeting in Portland Oregon.

At the same time, announcement was made that Dr. George F. Stewart, director, Food Protection and Toxicology Center, University of California, has been elected to the office of IFT President-Elect. Dr. Stewart will assume the IFT presidency at the close of the Institute's 1967 Annual Meeting to be held in Minneapolis, Minnesota, May 14-18, 1967.

Dr. Nair With Lipton

Prior to his retirement from full time industry activities, Dr. Nair was assistant director of research, Thomas J. Lipton, Inc. He is a director of Avi Publishing Co., and Onyx Chemical Corp. He is also a trustee of Beloit College from which he graduated in 1915.

Dr. Stewart, former research chemist for Ocoma Foods, joined the University of California from Iowa State University in 1951. Prior to his present post he was chairman of U.C.'s Department of Food Science and Technology at Davis, California. He received the Ph.D. degree from Cornell University in 1933.

Stouffer Staff Changes

Two top management changes reflecting the rapid growth taking place in the Frozen Prepared Foods Division of Stouffer Foods Corporation were announced by Vernon Stouffer, president.

Wallace C. Blankinship, vice president and general manager of the division, will join the corporate staff as vice president-frozen foods systems development.

James M. Biggar, formerly vice president-marketing, will succeed Blankinship as vice president and general manager, Frozen Prepared Foods Division.

Stepped Up Sales

Stouffer's institutional foods are being sold at twice the rate of a year ago, while retail sales have increased over 15 per cent a year for the last five years. "Opportunities created by this growth necessitated a corporate department to coordinate the various systems and to develop the full sales potential of both the institutional and retail food lines," Stouffer said.

The institutional line now includes 43 frozen prepared products, 28 of which are sold in retail markets. Nine sauces and dressings are also retailed.

The capacity of the present plant at 3800 Woodland Avenue in Cleveland is no longer adequate to our production needs, Stouffer said. A study is underway to locate additional facilities to accommodate the increased volume.

Pouch Packaging Makes Savings

Food Processing & Marketing Magazine reports that Lawry's Foods of Los Angeles was packing most of their dry mix products for institutional size in glass jars. As compared to pouch packaged mixes, Lawry's found the jars bulky in warehousing and shipping, and shipping weights were felt to be excessive.

Although the flexible pouches were ideal for retail-size mixes, they were not strong enough to hold quantities required by institutions. Also, pouches laid flat for storage on institutional kitchen shelves could not be rapidly identified.

The solution was a reinforced, bottom-gusset pouch made of cellophane laminated coated aluminum foil and is now used for the Lawry institutional line. The pouches can be formed, filled and sealed automatically at rates to 40 per minute on a horizontal pouch packaging machine.

Packaging Influences

One out of every two shoppers is influenced by packaging the first time he buys a product in a supermarket.

Almost as high a ratio of shoppers report they would change brands if the competing brand's package was better, if the products were though equal in quality.

These are some of the prime findings in a new survey on consumer attitudes as reported to Sales Management magazine by National Family Opinion, a research firm.

Will Pay More

In the study, 60 per cent of respondents said they would pay more for a more convenient or efficient container.

Yet only 35 per cent said that a manufacturer who takes the trouble to produce a good package also makes the better product.

Because of the congressional hearings on deceptive packaging and the preparation of "truth in packaging" legislation, the survey asked housewives relevant questions.

It was found that 85 per cent resented any manufacturer attempt to fool the buyer by packing a small amount in an oversize package; 87 per cent disapproved of trying to sell the "same old product" by putting "new" or "improved" on the label, and 56 per cent believed "cents off" is a bargain.

Eighty-five per cent said they look for weight and measurement information on the package; 65 per cent said that labels give them enough information to purchase by.

The survey also showed that plastic packages have caught the fancy of consumers and that hard-to-open packages still draw their wrath.

Cello Converter Survey

- Most packages use more than one converter as a source for their packaging materials and a substantial number rely on three or more.

- Packagers using more than one converter rarely divide their business equally.

- Influencing their choice of converter are: quality, price, delivery, company service and — most important — the converter salesman.

These were among the most significant findings of a nationwide six-month survey conducted by Olin Cellophane to determine and appraise the factors that contribute to (or detract from) a converter's success in selling converted packaging materials.

The survey was sponsored by Olin as a service to the converting industry in the belief that an objective analysis of "buying motivations" would provide converters with valuable marketing guides. One of the goals of the survey was to find out what prompts a purchaser to give one converter "the lion's share" and why packages switch from one converter to another.

The converter salesman plays a key role in his company's success, regardless of its size, the study revealed. That success stems from the salesman's detailed knowledge of his customer's business and his ability to make practical and valuable contributions to the packager's business.

The survey included a sampling of 95 packagers and 30 converters. They represented a cross-section of the nation's packagers and converters.

Small, medium-sized and large packagers were interviewed, including those in the following fields: snacks, candy, cookies, bread, sweet doughs, meats, and dairy products. More than 50 per cent of the packagers covered spend over \$100,000 annually on converted cellophane and more than 25 per cent spend in excess of \$500,000.

George W. McCleary, marketing director of Olin Cellophane, explained that his company had decided to conduct this extensive study (made through an independent research organization) to help the converter attain increased and more profitable sales.

"We are convinced the converter industry is a dynamically growing business and we hope to grow with this business," he said.

Braibanti

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OR AT THE END OF
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Building Sales with Coupon Promotions

A digest of comments by William R. Bullion, National Sales Manager, Neilsen Clearing House, A. C. Neilsen Company before the Brand Management Discussion Group, New York Chapter, American Marketing Association.



William R. Bullion

UP until a few years ago, consumer promotions were considered something temporary and were limited mainly to special situations. But these days, promotions are an integral part of the total marketing concept for numerous reasons: increased competition; product proliferation; the change from personal selling to self-service and consumer sophistication. Most important, consumer promotions are paying off for the manufacturer and benefiting the retailer too. Especially with new products, it's an effective way of obtaining shelf space and then getting the shopper to buy them.

Popular Demand Builder

Couponing is one of the most popular means of building consumer demands. For instance, 15 of our leading clients have expanded their rate of couponing by over 90 per cent since 1961. Nationwide, the total number of coupons distributed have nearly doubled since 1962 while the number of couponing manufacturers has increased a third. A recent study of direct mail showed that only nine per cent of the public dislikes coupons. The study revealed that over 50 per cent of the people usually use them. It's an incentive few housewives pass up.

Another survey for Food Field Reporter showed that only six per cent never take advantage of cents off coupons received in mail, clipped from an advertisement or obtained with a product.

The fact that coupon promotions work is not new to grocery manufacturers. Eight of the top couponers are among the top ten advertisers in the grocery field. They have created a working partnership that helped build \$11.9 billion in sales last year. Marketing experts wouldn't pay out \$46 million in redemptions if there was a better way to help build consumer interest. Coupons also have the particular advantage of providing an effective sales incentive to consumers without disturbing the store managers' current inventory, that is, there is no need to stock special deal merchandise which creates inventory and pricing problems.

Advantageous Flexibility

Coupons have advantageous flexibility. If you are interested in a new market, the coupon can be limited to a specific area through direct mail, the local newspaper or a regional edition of a magazine. A product can be directed to types of households most likely to use the product via special mailing lists and selected magazines. In new product introduction, direct mail has become a favorite for many because it is most likely to command greater attention—especially if it is mailed by itself. Other sound reasons for using coupons' custom-design abilities include:

1. Broadening distribution—getting more stores to carry the product.
2. Reducing excessive inventory.
3. Equipping salesmen with an additional tool.
4. Cushioning a price increase.
5. Upgrading the consumer to a larger size.
6. Obtaining more store displays.
7. Quickly determining the ultimate size of the market.
8. Stepping up sales in order to maintain production at economical levels.
9. And, of course, creating new interest, complementing advertising.

Successful Promotion

How do you put together a successful coupon promotion?

Odd sizes and shapes create handling difficulties for retailers; therefore, use standard dollar-sized and the small one-third size punch card coupons. Punch cards and the new magnetic ink coded coupons can be processed quickly

and can be analyzed by computers. Always feature prominently in at least two places the face value of the coupon. Marketing information, if not in computer language, should be in easy to read coded form. Help protect yourself against misrepresentations with a statement about redeeming the coupon fairly and your right to void the coupon without sufficient proof of purchase. And, finally, keep the design simple so that the coupon value will be clear and easily understood.

Distribution

Now for its distribution. Never use a coupon which is substantially higher in value than the publication in which it appears—or you will see how circulation can go up. Also make sure unsold copies of the magazines or newspapers are destroyed or reclaimed so that the coupons they contain will not be misredeemed.

Use distribution in ways that lead to more efficiency: direct mail can be more effectively controlled, while publications have a low distribution cost.

If you don't have adequate product distribution—at least in 40 per cent of the stores—you'll shortchange the promotion and antagonize the consumer. It is also advantageous to direct your couponing efforts to market areas that are compatible with your product or it's a waste of money.

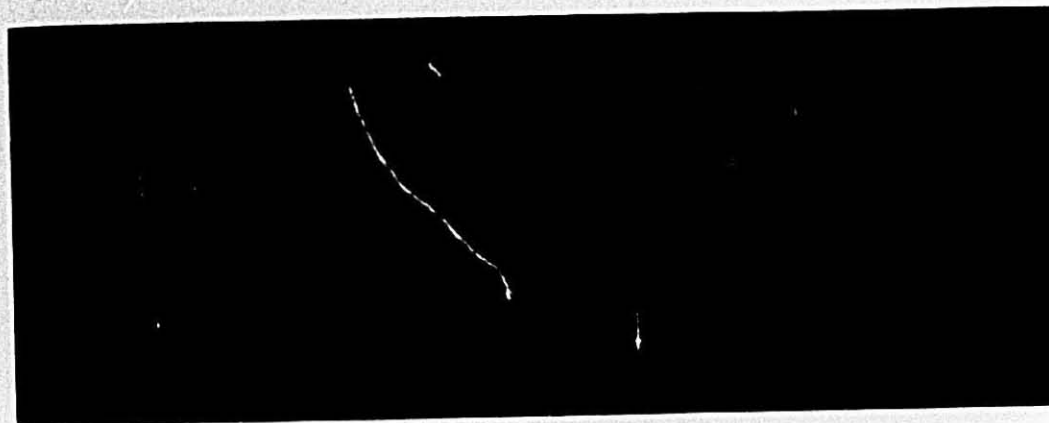
One of the surest ways of having a successful promotion is to test it out in a limited area so you can correct any problems. However, use a test area that has characteristics that will be encountered in the full scale effort.




Consider the Retailer

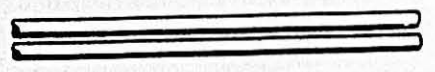














Whatever you do, always consider the retailer. Pay him as soon as possible since he has actually used some of his money to discount your product at your request. Don't involve your salesman in picking up or paying the retailer—his job is selling and this added task is just going to cause delays. Instead, maintain or use a redemption facility which can do the job quickly and accurately.

Also, the use of a coupon expiration date can shortchange a retailer if he is slow in his processing. If you must use an expiration date, honor the coupons

(Continued on page 32)



TO INSURE THE QUALITY  IN ANY MACARONI PRODUCT  ALWAYS SPECIFY  AMBERI

WHETHER YOU'RE MANUFACTURING LONG GOODS  OR SHORT   , EGG NOODLES  OR OTHER SPECIALTY SHAPES,  YOU'LL FIND  AMBERI IS ALWAYS UNIFORM IN COLOR AND GRANULATION.  BECAUSE OF OUR UNIQUE AFFILIATIONS IN THE DURUM WHEAT GROWING AREA,  WE CAN SUPPLY  THE FINEST DURUM  WHEAT PRODUCTS AVAILABLE. AND WE SHIP EVERY ORDER  AT THE TIME  PROMISED. BE SURE... SPECIFY  AMBERI  #1 SEMOLINA



AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn.—General Offices: St. Paul 1, Minn.

TELEPHONE: MEWAY 6-9488

Coupon Promotions—

(Continued from page 30)

for at least three months after the date. Since the coupons belong to you, pay postage on redemption shipments. Last, but still very important, give distributors and chain headquarters advance notice of the coupon promotion so that they will have sufficient stocks of merchandise.

Redemption Rates

Coupon redemption rates are dependent on the media used to distribute the coupon. Compared with others, direct mail is very high, running to 15 per cent. In or on package follows with 10 per cent, compared with six per cent for magazines and supplements, and three to four per cent for newspapers.

Accomplishing your objective is what counts. For instance, if you are using the promotion to help sell a store on stocking your product and you succeed, the number of coupons redeemed is less important.

To get a better perspective, let's take a look at a typical manufacturer's couponing costs on a percentage basis. Since dollar figures are not shown, relative costs of each media should be mentioned: To circulate the same number of coupons, newspapers would be the least expensive method followed by magazines, including supplements, then direct mail and in/on pack. This last method can vary considerably according to the difficulty in packaging.

In the table, pre-circulation costs for newspapers look high, but it's just that advertising production and space accounted for the bulk of the money spent for the promotion. In reality, it was much cheaper than the Supplement and Magazine campaign or the Direct Mail promotion. On the average, the biggest percentage of cost was for face value, followed by pre-circulation, handling allowances, redemption, and retailer postage. Of course, the higher your redemption rate, the more it will cost for the last four items.

Redemption Patterns

Redemption patterns vary considerably, depending on the media used. Newspapers peak quickly and peter out suddenly. Direct Mail starts quickly, too, but it is spread out at a higher rate over a longer period of time. Magazines have a slight delay and peak in the third month, then gradually taper off over a long period of time. In/On product coupons, after two months, show a fairly healthy rate for the rest of the year. Recognize that these rates are not reflected until about three or four weeks after distribution. It takes that long for retailers to return

Coupon Promotion Cost by Method of Distribution

	Newspapers	Supplements Magazines	Direct Mail	In-On Pack
Pre-circulation	62.9%	42.5%	44.3%	15.2%
Face Value	28.7	44.8	42.2	68.2
Handling Allowance	6.2	9.4	10.6	13.8
In-Out bound				
Postage to Retailer	0.3	0.5	0.4	0.8
Redemption	1.9	2.8	2.5	4.0

the coupons and have them processed by your redemption facility.

Recently we completed a study of 341 new couponing efforts. These were promotions for manufacturers who have never couponed or who had not done so in recent years. Their products included everything sold in food stores.

Newspapers were the most frequently used method of distribution, with almost half of the couponers using the (48%). I'm sure that this popularity was due to its low cost. Second was direct mail with 36%, the surest way to get a coupon into the consumer's hands. In/On Pack accounted for 12%; hand delivered 1%. Magazines only accounted for 3% in this study, but the figure is considerably higher for established couponers.

Average Coupon Face Value

Newspapers	12¢
Direct Mail	30¢
In Package	23¢
On Package	12¢
Magazines	12¢
Hand outs	25¢

Another new study compared color with black and white coupons, and as might be expected, color coupons with color advertising pulled best. The difference was greater for magazines and least for newspapers, so it looks like it is worth the extra money in magazines.

Coin Refunds

Coin refunds are an incentive device that bypasses the retailer and enables the consumer to get a substantial discount for purchasing a product. Because of the great expense of a refund promotion, it should normally be used where coupons are not feasible. For example, it is a good substitution for store redeemed coupons in areas where misredemption is prevalent. Refunds can be ideal in the introduction of new products and the expansion of the market for existing products.

According to our records, coin refunds are a very popular means of consumer promotion. In a study of 20 refunds, all required proof of purchase, such as a label, and most used a coupon. Some forego the coupon for a letter of request. The range of redemptions was from 0.15 to 1.7%; the average being 1/2 of one per cent. Although

the percentage of redemption is low, the promotion can be combined in the body of an advertisement and reach a large cross-section of potential users. In this study, most of the refunds were in the 25 to 50¢ area.

Coin refunds from tear-off pads at the point of purchase averaged 2.53% in a study of 14 cases. The redemption range ran from a low .31 to a high of 9.5% for one promotion which went on an unusually long time. To budget for this type of promotion, one usually has to look at only the first three months to determine the redemption returns in much the same way as a coin refund in newspapers. Refunds of this sort are excellent for their high returns and low cost of distribution. Salesmen can put the pads in the store right by the product to stimulate impulse buying. The drawback is, you never know how many pads are on display—a situation that renders small promotions somewhat ineffective.

Store Redeemed Coupons

Store redeemed coupons are also used in refund promotions, but they are less popular. Their advantage, though, is that the consumer theoretically samples the product twice. The idea in this case is to have the shopper purchase the product first and then the manufacturer will give her the next one free, thereby gaining and keeping new users. It's an expensive and complicated proposition.

In summary, then, these are the factors that seem to have the most influence on coupon redemption rates:

- Method of distribution — direct mail, newspapers, magazines, or what have you.
- Your supporting advertising and merchandising efforts — in-store displays, TV commercials, and color spreads do an excellent job of spreading the word.
- Size of product class—with more potential sales, it's an easier road to success.
- Extent of brand distribution — at least 40 per cent of the stores so customers have an opportunity to buy the product.

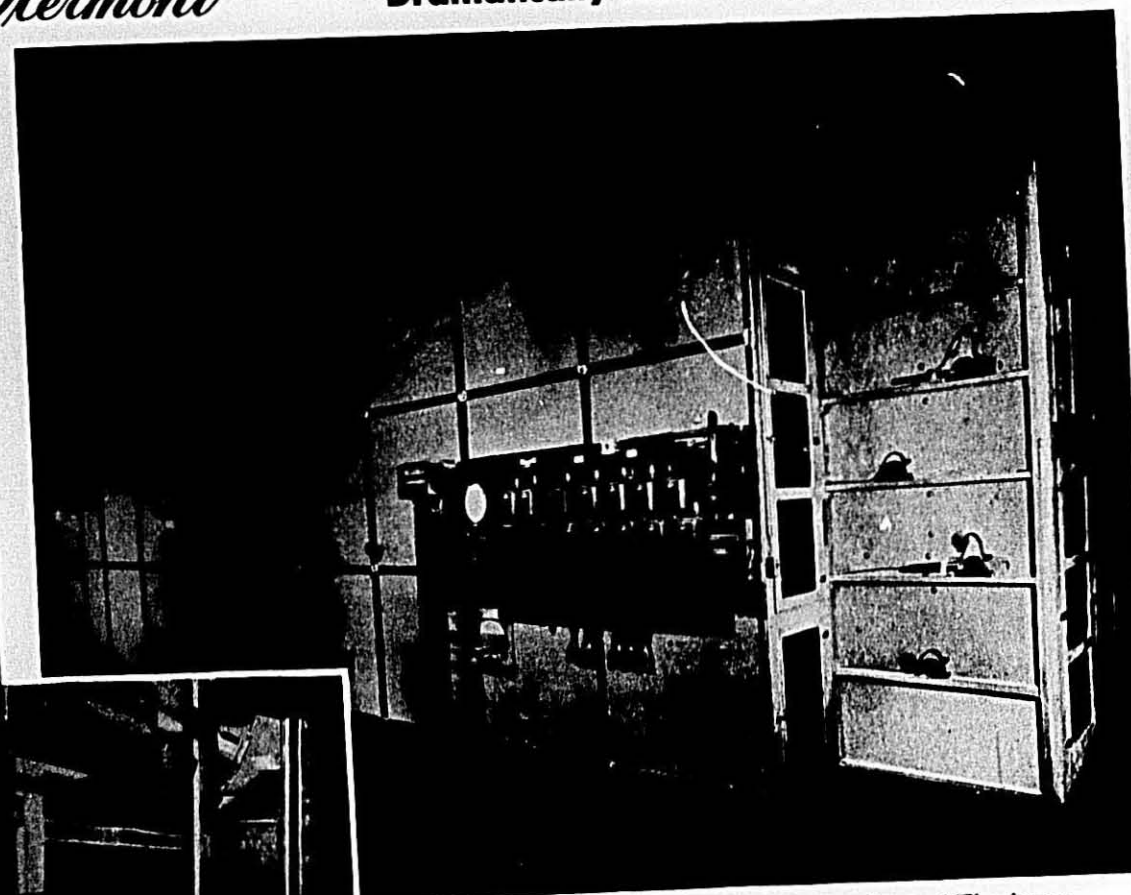
(Continued on page 40)

THE MACARONI JOURNAL

CONTINUOUS NOODLE DRYER

Dramatically New in Appearance

Clermont



Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

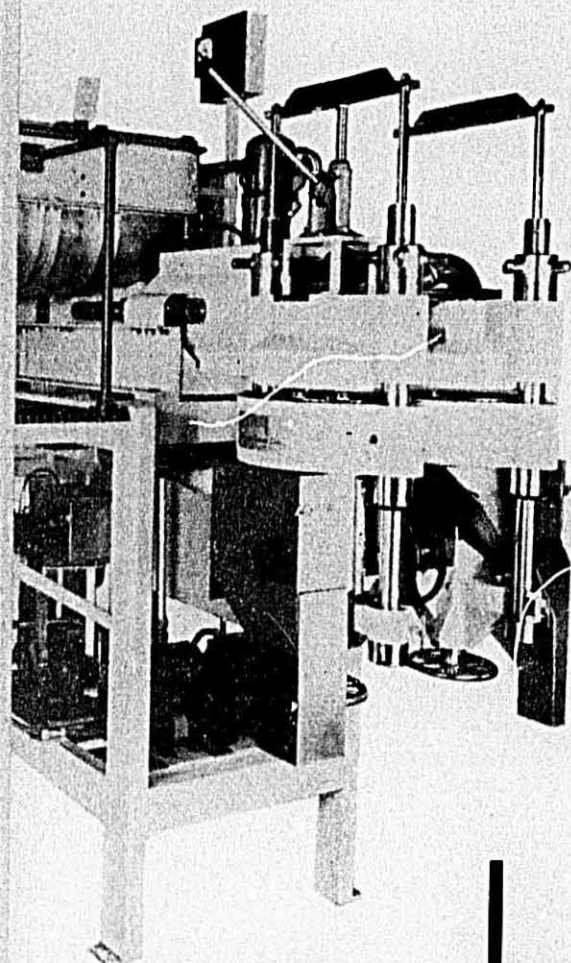
Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a Clermont machine—in super-abundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the Clermont Noodle Dryer many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra

But no matter what Clermont dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.

Please consult us for full information.

Clermont Machine Company

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Brooklyn 6, New York, N.Y., U.S.A.



The new Demaco
2500 lb. per hour
Short Cut Press.

Demaco - The Complete Line . . .

Long Goods Continuous Lines, Short Cut Presses,
Noodle Equipment, Insulated Dryers for short cuts,
Noodles and Batch Dryers, Direct Canning Presses,
Cereal Presses, Conveyors, Die Washers.

- to CUT COSTS
- to PRODUCE A BETTER PRODUCT
- to INCREASE PRODUCTION
- to AUTOMATE
- to REDUCE DOWNTIME

What You?

DEMACO MACHINE CORPORATION

100 WEST 11TH AVENUE, BROOKLYN, N.Y. 11237, U.S.A.

PHONE: 212-606-0000

DEMACO COMPANY

TELEPHONE: 312-346-1031



Alexander N. McFarlane

We Need Friends

Alexander N. McFarlane, Chairman, Corn Products Company.

The grocery business doesn't need customers. It needs friends. Sound strange? Well, look at it this way: Among us we have all the customers there are, because all urban and rural America shops at the grocery store. Of course, you want these customers to buy more of your products, and I want the same for mine. But we know exactly how to go about that. First, we make a better product; then we market it better; then we price it better. If this seems pretty trite, well there's nothing original about the sun rising in the East either. And the workings of the marketplace are just as inexorable. There's a simple, direct, cause-and-effect relationship between giving value and getting patronage. The critics of business profess that we have the power to rupture or suspend this relationship, that we can get away forever with a deception. Sometimes I wonder whether this is a greater compliment to our alleged prowess than it is an insult to our alleged lack of integrity.

But we, ourselves, may be indulging in a bit of self-deception. Perhaps we construct a false syllogism which runs something like this: Everybody is a customer; all our friends are customers; therefore, everybody is a friend.

Business Being Slandered

Right now we have some customers who are not friends—some few who are openly slandering business and many more who, while not yet unfriendly, are beginning to absorb these slanders. Unfortunately for us there is no direct cause-and-effect relationship between

giving value and getting friendship. As a matter of fact, we are involved in a colossal irony: At the very time we are rendering the greatest service, our motives are under greatest suspicion.

Sell the Philosophy

We must accept, then, the unhappy fact that we can succeed as salesmen and suppliers of products yet fail to "sell" the business philosophies which are fundamental to the conduct of our business. The warnings are there to be read. You need look no further than our nation's foreign aid programs to see that being a good provider doesn't necessarily win respect, allegiance, or friendship.

So we in the grocery industry need friends, and we need them badly. We must conduct ourselves in such a way that we continually earn customer respect, allegiance, and friendship. These are essential to us and we must give them the attention they demand.

We Need Education

Frank Armour, Jr., president, H. J. Heinz Company.

Despite the fact that the food industry in this country is responsible for producing and providing more than two hundred billion meals a year for our populace—meals which afford us the widest menu choice in the world—meals which can be quickly and easily prepared by today's housewife — meals which do all of these things while costing the consumer less than 19¢ of each after-tax dollar — despite all of these impressive records of performance and achievement, we're here at this NFBA meeting today for the purpose of finding out if we can't do all of these things even better! This, to me, is the remarkable, stimulating, exciting story of the food industry. Our industry is actually unwilling to be satisfied with things as they are—and being dissatisfied we're all intent on changing and improving.

Impact of Change

Let me point out that if any of you are unconcerned about changes or improvements, you're in for a rude awakening! There are, or there should be, lots of questions in your minds. Questions on how to build a more effective brokerage organization, or the impact of computer operators, or the most effective methods of store space allocation, or whether today's supermarket has reached its optimum size—and, if so, how in heaven's name, are we going to sell the new items which your principals are continuously unleashing into the distribution system? There are literally thousands of things which should concern you and no association on earth

could provide you with all the answers you need — or the forum to discuss them.

Distilled Philosophy

I'd like to try my hand, however, at a simplification and distillation process and tell you that, in my opinion, every major problem and every major opportunity which confronts you now can be covered by one of just five words: manpower, costs, innovation, communication and education.

Think about this obvious over-simplification for just a moment. I doubt seriously if there is anyone here who doesn't have a few uneasy moments when he addresses his thoughts to the calibre of his manpower—or isn't concerned about constantly increasing costs. Similarly, you wonder what new computer systems will do to brokers when it's now possible for the machines of major customers to "talk" directly to similar sophisticated pieces of communications equipment in the manufacturer's headquarter offices. Perhaps your concern centers around the impact of the freeze-dry process. You must surely, have lots of things on your mind.

I'll ask you now to consider the fact that in the four questions I have just raised, I've touched on four of my five "distillation" words—manpower, costs, communications and innovation. The only one missing is education — and I purposely left it for last, for I feel very strongly that education may well be the key not only to our success, but to our very survival. I'm indebted to Daniel Peterkin, Jr., President of Morton International, Inc., in Chicago for sending me a copy of a speech he made a few months ago to a grocery group in California.

Student Opinion

Speaking about the healthiest and best cared for high school and college students in the world, those right here in the United States, aren't you shocked to hear that they're thinking along these lines:

"61% feel that the profit motive is not necessary for the survival of our system of free enterprise."

82% believe there is practically no competition in business today!

60% think that government should take over much of the nation's industries.

56% think it would be satisfactory to eliminate all economic problems by taking from the wealthy and giving to the poor.

34% believe that consumers do not have much influence on prices because producing companies get any price they ask.



Frank Armour, Jr.

44% think that price controls could be put into effect by government without affecting the average man's personal freedom.

55% believe in government ownership of some important segments of industry.

We were sufficiently impressed by these statistics to call friends at Morton International in Chicago and ask for additional information concerning the source for these statistics. We learned that there were two principal sources—the Opinion Research Corporation in Princeton, New Jersey, and the Independence Hall Association in Chicago who conducted their questioning of high school students at the Hall of Free Enterprise at the recently concluded New York World's Fair.

I'll leave it to you if education does not deserve to be listed among the top five words in my distillation and simplification of your—and my—problems.

Selective Merchandising

James E. Marler, president, Standard Brands Sales Company.

One of the most important considerations in the future merchandising of foods (or any other product) is the rapid rise in the education level of the population. Today, for example, over 50 percent of the adult population have had four years of high school or beyond. Ten years from now it will be over 80 percent.

To the food manufacturer and retailer this means that a growing majority of the housewives and homemakers who shop the marketplace will have had some training in home economics and a pretty basic appreciation of the relationship between good food and good

health. Moreover, their education does not stop at the graduating platform's edge. The food pages in newspapers and magazines continue their education in basic food values. And what they don't learn from the food editors, they can pick up from the family doctor or pediatrician.

Despite this impressive step-up in food knowledge (which will be accompanied by a comparable increase in expendable food dollars), we must face up to the unfortunate physical fact that the consumer's 32-oz. capacity stomach will not expand with the national economy. And with more and more consumers becoming more and more aware of the dangers in over-eating, that average 32-oz. capacity might even shrink a little!

Discriminating Shoppers

All this means, of course, that tomorrow's shopper will be increasingly discriminating about the quality of the food she buys and its nutritive contribution to both normal and special diets. She will continue to demand convenience, but will accept it as a matter of course. She will be more interested in the taste and texture of the food she finds inside the convenient package than she will be in the fact that it is easily opened or easily disposed of. She will insist that her convenience foods be as tasty and eye-appealing as they are quick and easy to prepare.

Tomorrow's food merchandisers will also give increased consideration to the regional and local preferences that exist among the nation's consumers — not only for the foods they buy, but for the theme, the message (and even the music!) that are used to merchandise the foods.

The regional preferences of the North, South, East, and West are pretty well-known and comparatively easy to satisfy. For example, coffee roasters have long catered to the consumers in one section of the country who like it "light" and to those in another area who prefer it "dark." But today's merchandisers are faced with the fact that many products do not sell with the same velocity in all stores in the same geographic area.

Selective for Area

The reasons for these intra-market differences may be related to a variety of demographic and cultural factors such as family size, average income, and ethnic background. The point is that the successful retailer in a market will be the one who knows most and does most about them.

Because of the need for detailed knowledge of local requirements, there will be more and more consideration of

supermarkets as individual entities. "Selective" merchandising is a term that is used to describe this trend, and it simply means that the store of the future will be designed, stocked and operated to stimulate and satisfy the tastes and needs of consumers in the areas in which they operate.

Needless to say, the food manufacturer will work more and more closely with the retailer in his efforts to spot and satisfy local preferences. And it is here that the new breed of sales representative can be particularly helpful: first, because of his intimate knowledge of local market requirements, and, second, because he can call on the ubiquitous computer to check and double-check that knowledge.

In summary, it would be safe to say that tomorrow's better-educated, more diverse and more discriminating consumer will be satisfied by a more knowledgeable, more autonomous and more selective retailer, and that this retailer will be backed to the hilt by the national and local resources and research of his manufacturers and their sales representatives.

Supermarkets Slim Profits

Despite increased sales, the supermarket industry had another lean year in profits in 1965. The annual report of the Super Market Institute showed that the net operating profit before taxes of the average supermarket declined from 2.1 percent in 1964 to 1.8 percent last year.

The 1965 figure was the same as 1963 and barely topped the 1.7 of 1961 and 1.6 of 1962.

The SMI report, based on a study of its members, also revealed that 95 per cent of supermarket companies achieved a net operating profit in 1965. The five per cent suffering a net operating loss was the smallest percentage in six years.

Increased labor costs and tighter competition were given as the principal reasons for the profit squeeze.

SMI members operating close to 20,000 food stores, which in 1965 accounted for \$28,000,000 in retail sales, showed an average sales gain of nine per cent over 1964 sales.

Want the Best

Being educated means to prefer the best, not only to the worst, but to the second best.

Wm. Lyon Phelps

Office Cost

For every penny used to buy paper for business, according to one expert, an additional twenty cents will be spent for handling, typing and filing.

Italian Plant Modernizes

The Buhler Diagram 41 tells of the modernization of Pastificio Moro at Chiavenna, Italy. The plant has been in existence for many years, but had previously used only the batch system for the manufacture of long and short goods.

The first step, made a few years ago, was to modernize the plant with a continuous Buhler short goods line with a capacity of 8.5 metric tons per 24-hour day.

Operation of this line was so satisfactory that Moro decided to modernize the long goods production line as well. This modernization was found to be essential in order to lower production costs, since in a modern macaroni plant it takes no more personnel to supervise production when several lines are in operation than when there is but one. Labor costs per pound of goods produced are therefore lowered when they can be distributed over the complete production range.

The old Moro macaroni plant building was located in the center of Chiavenna and had no economically practical means of expansion or modification. In addition, the narrow streets at the center of the town were congested and would have hindered truck transport on the scale required by the increased production of a modern macaroni plant.

On Outskirts of Town

The owners therefore decided that the only practical solution would be to build a completely new plant on the outskirts of Chiavenna, located directly on the main highway. The new building complex, consisting of the plant proper with storage facilities and an office building, was planned on a generous scale.

A long goods line was installed equipped with climate control and automatic stick return. Daily output is 15,400 pounds.

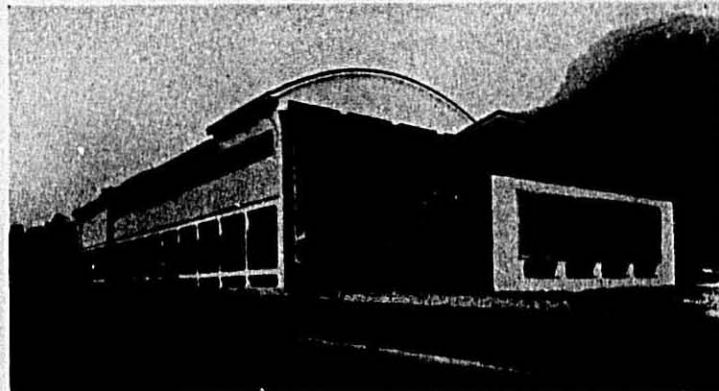
The continuous short goods line was allowed to remain in the old building during the erection of the new plant in order not to interrupt production. Later, it was quickly and easily moved into the area which had been prepared for it in the new plant.

All of the presses are fed by a pneumatic conveying system which delivers the semolina.

Control Panel

All manufacturing processes are controlled from a central switchboard. Presses are joined by an inspection bridge to facilitate supervision by the production manager.

Air conditioning of the plant insures the necessary environmental stability for the manufacturing processes as well



Pastificio Moro, Chiavenna, Italy

as pleasant working conditions for the employees.

The efficiency of packaging for both long and short goods was also improved with the move to the new building.

The Moro macaroni plant has its own laboratory for constant quality control of its raw materials, and of its intermediate and end products. The firm's supplies can thus count on top quality goods at all times.

Motta of Milan

Motta, the giant Italian food company, started out baking cakes, but it has grown into supermarkets, roadside cafes, and even TV dinners.

This year the Motta complex will do an \$85-million-plus business, no less than twice the volume of five years ago. It is spreading from restaurants to supermarkets, from ice cream plants to egg farms, and into joint ventures with U. S. companies such as Jewel Tea and Beatrice Foods. In addition, it produces, under license, such non-Italian food items as Life Savers and Schweppes tonic waters.

Specialties with Convenience

Now—with the avowed intention of becoming the "Sara Lee of Europe"—Motta is cooking up a batch of ingredients aimed at the growing packaged and frozen food market, both at home and elsewhere on the Continent.

Looking to booming markets across the Alps, Motta is now putting the finishing touches on an \$8,000,000 factory just outside Verona. In full production, it will turn out 80 tons of cookies and crackers a day. Workmen are installing a model kitchen to develop frozen Italian-style TV dinners, also intended for sale at home and abroad. These will follow up a new line of packaged breakfast cake, to be eaten cold or popped into the oven for heating.

Motta is concentrating on the specialty foods market. As Italy's largest company of its type, it turns out a broad range of bakery and confectionery items and ice cream from six plants scattered throughout the country. It owns and operates 27 elaborate coffee bars that sell virtually every Motta product, dozens of small retail outlets, and runs a chain of roadside snack bars and restaurants.

International Operation

The company runs three ice cream plants abroad — in West Germany, France, and Peru—and has set up marketing companies in the United States, Belgium, and Britain to handle its line of specialty foods.

With Jewel Tea Company of Chicago, Motta has set up Società Italo-American Supermarkets to run the Stella supermarket chain in Italy. Four markets are now in operation, each averaging \$30,000 a week in sales with 51 per cent of the profit going to Motta. Another three are planned.

Motta shares a 50-50 interest with Beatrice Foods in Beatrice & Motta, a company established to make potato chips and other snack foods. With an Italian outfit known as Società Dressing, Motta runs Ovomotta, a hatchery producing 85,000,000 eggs a year, partly for use in the manufacture of Motta products and partly for sale to third parties.

Starts As Baker

In the late 1940's, the late Angelo Motta—who started the present company in 1919 with a small bake shop specializing in panettone—Christmas cake—realized he had to diversify in order to survive. He went into ice cream. Later the company added the Easter colomba cake, and then a host of non-seasonal items such as gumdrops, candies, breakfast rolls.

(Continued on page 40)



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Motta of Milan—

(Continued from page 38)

Motta spends \$4,500,000 a year to advertise its products and its trademark, a big red "M" with the outline of Milan's cathedral superimposed. About a third of its advertising budget goes for billboards, many set up to catch the eye of tourists.

Motta's executives are convinced that the pattern of food consumption and distribution in Italy and the rest of Europe will develop along the lines taken in the United States—as incomes rise, customers become more choosy, tastes more sophisticated.

"The Italian already thinks of us when he thinks of fancy food," says Operations Vice President Armando Rossi. "As the frozen food craze spreads, we want him to continue thinking of us."

Coupon Promotions—

(Continued from page 30)

Now the other side: these factors do not appear to exercise a significant influence on the redemption rates:

- The brand's share of market.
- The competitors' coupon activity.
- Whether it is a new or established brand.

After all the planning and execution of a successful coupon drop, don't, if you like your retailers at all—please don't keep them waiting for their redemption checks. It's money out of their pockets—and a loss of good will for you. If you aren't organized to handle the peaks and valleys of redemptions, remember, the Nielsen Clearing House.

Above all, remember that a well-planned, well-executed promotion—well-coordinated with your other selling activities—is money in the bank. It will benefit you. It will benefit the retailers. Mrs. Housewife will love you—and she will buy your product.

Stange Markets Sauce Kaps

A new concept in packaging and merchandising prepared sauces for the canning industry is being marketed by Stange Co. in the form of a unique, new plastic "Sauce Kap" containing a rigid sauce concentrate mix. "Add-a-Sauce", which is reconstituted with water under heat and forms a fully seasoned perfect sauce in minutes.

The "Sauce Kaps" are made of polyethylene and are snapped on the top of standard food cans; the cap's contents are protected by a tight seal of aluminum foil. The plastic cap innovation is designed to permit self stacking of the cans with the caps attached to the can



Cap fits on standard can

tops. On supermarket shelves, the cans "nest" one on top of the other, and, similarly, the capped cans store easily in kitchen cabinets and on pantry shelves, according to Bruce L. Durling, Stange President. "Add-a-Sauces" have an extended shelf life without refrigeration.

Ed Penton, President of Eduardo's Foods in Auburn, Washington and inventor of the novel Sauce Kaps, has granted a license to Stange to produce and market the new product to food processors nationally and internationally. Patents are pending on the cap invention and the rigid sauce concentrate.

Variety of Sauces

Stange has developed a variety of formulations for the sauces to be packed in the caps, taking advantage of the company's broad experience in spices, seasonings and food coloring which it provides for the food processing industry. The "Add-a-Sauces" are to be processed and sold by Stange already packed in the plastic Sauce Kaps ready for attachment to the canner's own product to form a veritable "piggy back" of can and cap. The initial group of sauces presently available includes: spaghetti sauce, a cream sauce, butter sauce, cheese sauce, a sweet sauce, brown gravy sauce, au jus sauce, and a sauce especially formulated for ala king foods.

Other sauces are being developed for the line and Durling said that Stange is setting up a program to work jointly with food processors' marketing and product development groups to create exclusive sauces to meet their special requirements.

Various Sized Caps

The caps can be formed and produced in varying diameters to meet all standard can sizes, Durling explained. The sauce mixture is completely pre-processed by Stange in the company's Chicago plant and is filled in the caps and heat sealed with an aluminum-polyethylene laminate. Stange will produce the caps under private label and will imprint

the canner's own logo, advertising message and consumer instructions on the plastic cap and on the aluminum foil seal.

When the Sauce Kap is removed from the can top and the aluminum foil seal is peeled back from the sauce concentrate, the "Add-a-Sauce" wafer is then added to water and reconstituted under heat. In about five to fifteen minutes, depending on the type of sauce, the sauce is fully developed. At this point the contents of the can are added to the sauce—a few minutes of simmering and the food is ready to serve.

Ideal for Canners

"This is an ideal product for canners since it will enable the processor and the canner of foods to add the extra elements of convenience and distinctiveness to their products. With the "Add-a-Sauce" and the cans contents, the housewife is able to prepare a gourmet-type convenience food. Flavor, aroma, color, and consistency will be balanced by Stange to give each canner sauces which are uniquely his own. This distinctiveness is intended to strengthen the canner's brand identification.

He said the Sauce Kaps can be important to the long-range competitive market position of the canning industry by permitting canner a degree of diversification and at the same time enables them to compete more effectively in the market place. "By further emphasizing consumer convenience, the sauce caps place the canner's product in a more favored marketing position by permitting the housewife to participate in the final preparation of sauces which enhance the flavor, appetite-and-taste appeal of the canner's basic product."

"Actually, the principle of "Add-a-Sauce" is entirely flexible. It lends itself to any configuration or shape or size of cans," Durling emphasized. He said the sauce idea could be applied to other methods of packaging. The sauce concentrate is equally applicable to the used in a pouch, a rectangular package, or in variation of the initial circular frozen food industry, since it can be wafer style.

Granular or Pellets

The sauces will also be available in granular or pellet form as well as in the rigid discs. Durling commented that the "Add-a-Sauce" development was an addition to the company's sauce program in which Stange has been producing for the past ten years a family of sauces for food processors to use with boil-in-a-bag products, for canned sauces, and dry mixes.

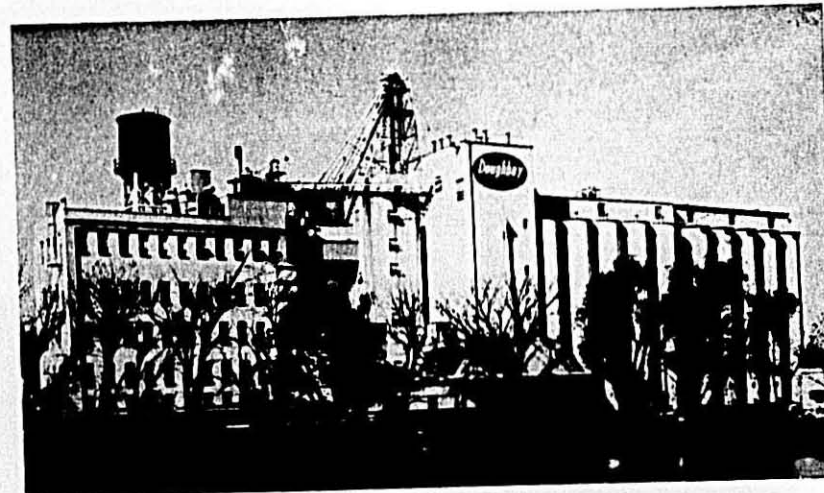
"The best way to keep your friends is not to give them away."

—Wilson Mizner, playwright and wit

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WAY BACK WHEN

40 Years Ago

• Bulk macaroni manufacturers disbanded their organization, called the United States Macaroni Manufacturers Association, and joined forces with the National Macaroni Manufacturers so that it became the only trade association in the industry.

• Controversial discussions at the convention centered around semantics for macaroni products. Some felt that allimentary paste was a good description, but the term "paste" was objectionable to most, particularly when it was anglicized into wheat pastes, allimentary pastes, or even pasta. "Macaroni products" won the nod as being most generic.

• Artificially colored macaroni products were tabooed in Illinois in an edict from the Division of Foods and Dairies in conformity with the U. S. Bureau of Chemistry.

• Port authorities in New York reported collections of fines totaling \$11,249,000 for violations of laws governing food importations, including macaroni products which failed to comply with standards.

• Lloyd Skinner, president of Skinner Manufacturing Company, stated: "I am convinced that if all macaroni manufacturers would forget about their competitors and simply decide to run their business in their own way and, without regard to competition, not do anything in any territory that they could not afford to do in another and that would show them a net profit, most of our business troubles would be over."

• Conundrum: What causes the wide range in macaroni prices? Why 25 cents in New England and 10 cents in Louisiana?

30 Years Ago

• The industry was awaiting an important announcement on a refund for the processing tax charged macaroni manufacturers on milled products.

• The Department of Agriculture announced that world production of durum wheat in 1936 was expected to be the smallest in many years. Carryover in the United States was only about one-third of average, and semolina prices were soaring. Predictions were that it would reach \$10 a barrel before the short crop was fully harvested.

• The Association was divided up into regions, and each regional director could approve products analysis work in the Association's Washington laboratory at the expense of the Association if the limit of 250 analyses was not exceeded.

• Charlie Rossotti of Rossotti Lithograph Corporation was pictured in a ten-gallon hat after visiting in Texas.

• Director J. Harry Diamond wrote: "Do you remember the old days when the section crews on the railroads used to use the hand pump cars? You have doubtless seen these cars pumped along the tracks with about four men pumping and a couple of lazy ones sitting on the side taking a freeride. You will recall what you thought about the fellows getting the freeride. The same applies to Association membership. Pitch in and do your share."

20 Years Ago

• The Office of Price Administration set \$1.11 per hundred pounds as the increase on flour. \$1.03 represented the flour subsidy which was no longer being paid, and 8 cents was to compensate millers for the weighted average increase in wheat prices over old ceilings. Figuring five per cent shrinkage for waste factor on \$1.11 gives a figure of \$1.1655 per hundred pounds which works out to 2.8 cents a pound for macaroni products.

• Convention gleanings: A well-attended meeting at Minneapolis resulted from concern about raw materials; the uncertainties of status of OPA and of Government subsidies on durum wheat, both of which would affect future prices and policies; a general aim to keep in touch with changes in machinery and plant equipment; the determination of businessmen to be "in the know" with respect to everything that concerns the future progress of their business.

• Durum discussions were on the docket. Henry O. Putnam of the Northwest Crop Improvement Association declared: "There seems to be a good increase in durum acreage." Stands were thin however and the crop estimate was set at 12 bushels per acre.

• Bill Nightingale of General Mills observed that in the past eight years while macaroni consumption had been growing rapidly, durum acreage had been declining sharply and was now not large enough to keep up with expanding consumption.

• Bert Groom, chairman of the Greater North Dakota Association and a durum grower, complained that agronomists and plant breeders have not spent as much time on durum as they had on new varieties of hard red spring wheat. Summer fallow land was going to hard red spring rather than durum because of better prices at the market.

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• Ben Jacobs reported that enrichment of macaroni products was permissible but not mandatory. He also stated that the Food and Drug Administration had refused to prescribe a definition and standard of identity for gluten macaroni products.

10 Years Ago

• Lloyd Skinner of the Skinner Manufacturing Company in Omaha was elected president of the Association. Secretary Robert M. Green presented a paper on "Where We Stand." Ellis D. English, president of the Commander-Larabee Milling Company, described the durum picture.

• At the second session, Mr. J. Kenneth Kirk of the Food and Drug Administration capably answered questions put to him by manufacturers on FDA policies and practices.

• Charles E. Grandey, director of the Bureau of Consultation, Federal Trade Commission, explained the purposes and functions of an Industry Trade Practice Rules Committee. "A Tax Program on Which Business Can Unite" was presented by Robert A. Watters, treasurer of the G. W. Dinsmoor Company, of Lawrence, Mass.

• When Joseph Giordano announced his retirement from the macaroni industry, his colleagues on the Labor Negotiating Committee of New York planned a testimonial luncheon in his honor to recognize his 15 years of service. The gathering took place at the Rifle Club on MacDougal Street in the Village.

• Conventions are fun—pictures of a New England Clambake at Wentworth-By-The-Sea showed that macaroni manufacturers and their friends have good times at industry meetings.



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